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## Custom Program Overview: International Model of Sport

**To:** Professor Dr. Michael White, Professor Mike DeGeorge, Sarah M. T. Munro, Director Office of Global & Off-Campus Initiatives

**From:** Arno Langevoort, Purpose Travel Team

**Date:** June 25, 2025

Dear Michael, Mike, and Sarah,

Thank you for your valuable time during our recent yearly planning meeting. As a valued long-term partner, it's always a pleasure collaborating with Guilford College, and we particularly enjoyed discussing your vision for the upcoming International Model of Sport faculty-led study abroad experience. We understand your primary goals for this program include providing students with a first-hand, culturally-diverse experience that will inform them of the rapidly globalized nature of the sports industry, while also giving them an opportunity to examine both the similarities and differences between the International Model of Sport and our own domestic approach. Through game day opportunities, interviews/lectures with sport leaders, tours of culturally-significant sites, and traditional didactic study, students will gain a new perspective of the sports industry and build a network of global contacts.

Based on your preferences for a program in Southern Europe and an emphasis on the rapidly globalized nature of the sports industry, and to examine both the similarities and differences between the International Model of Sport and the domestic approach, we envision your program falling under our Signature Program model. This document outlines the comprehensive framework of how we bring your academic goals to life internationally.

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## **Your Custom Program Model: Signature Program (Comprehensive Experience)**

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Every Purpose Travel program is designed to deliver a high-impact, academically rigorous experience, precisely tailored to your curriculum. Your program for Guilford College will integrate our two core pillars with your specific academic focuses:

### **Core Pillar 1: Global Sport Business in Context:**

**How it's delivered:** We design immersive experiences exploring the structures, finances, and operational strategies of international sport. This includes behind-the-scenes access to major sport organizations, clubs, and governing bodies in your chosen European destination. You can expect meetings with senior industry executives, and gain insights into sport marketing, management, and law. Our programs delve into topics like club ownership models, financial fair play, broadcasting rights, and talent development pathways, providing a foundation for comparison of domestic and international sport organizations and operations.

**Real-world application:** Most topics are covered directly at the sport venue or institute of the lecturer, providing an extraordinary, contextual learning experience.

### **Core Pillar 2: Cultural & Sociological Immersion:**

**How it's delivered:** Beyond the sport business, your program will emphasize the deep connection between sport, culture, and society. We ensure ample opportunities for multicultural engagement within your chosen destination, including attending live sporting events and games. This also includes organized visits to culturally significant historic sites, local markets, and cultural events, fostering a broader perspective on how sport reflects and shapes identity, history, and community. Students gain an understanding of sport in a global society, and develop the ability to identify sport-related issues in different countries, cultures, and societies.

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## **Your Academic Focus Tracks: The International Model of Sport & Global Industry Comparison:**

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We will weave the specific course objectives of the International Model of Sport directly into the itinerary. We would specifically tailor lectures and visits to highlight elements such as examining the similarities and differences between the International Model of Sport and the domestic approach. Representatives from top international sport organizations will address a wide range of subjects/issues, including the structure and characteristics of international sports, marketing and management, sports law, sports medicine/performance, and specific sports like professional tennis/cricket. This ensures a seamless integration with your diverse syllabus objectives, providing opportunities to network with professionals in each country and examine possibilities for building a professional career abroad.

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## Seamless Logistics: How We Handle Everything

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Our goal is to ensure you can focus entirely on teaching and enriching your students' experience. Purpose Travel manages every logistical detail from start to finish.

- **Expert Itinerary Design:** We collaborate with you on optimal locations to craft a custom itinerary covering your preferred options:
  - Option 1: Madrid, Porto, Salamanca, and Lisbon OR
  - Option 2: Milan, Nice/Monaco, Nimes, and Barcelona.
  - This ensures the route flows efficiently and maximizes learning opportunities.
- **Specific Customizations:** We meticulously arrange all program elements, including accommodation (hotel with breakfast, twin/triple occupancy), course excursions, visits, lectures, workshops, and activities as outlined in the program.
- **Comprehensive Ground Arrangements:** All transportation within the program is by public transport or private bus, ensuring safety, punctuality, and quicker navigation through city traffic where applicable. Accommodation is provided in carefully selected, vetted tourist-class hotels, typically with twin/triple occupancy.
- **On-Site Management:** Every program is led by a dedicated, private tour manager who understands your group's needs. Your tour manager handles all time schedules, appointments, tickets for games/events, and official group dinners.
- **Financial Simplicity:** Predefined meals (including 1 group dinner) and attendance to lectures/games/activities are included, simplifying student budgeting. All accommodations include breakfast.

**Your Role:** You only have to worry about one thing: choosing the best restaurant for dinner.

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## Safety, Support & Academic Integration

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**Unwavering Safety Commitment:** With over 15 years of travel experience and a flawless safety record, student well-being is our paramount concern. All programs include local support, and we work with your university to ensure comprehensive insurance is in place.

**Academic Credit:** This course will be an elective available to any Guilford College student, not just sport studies majors, and will also provide credit toward the sociocultural general education requirement for graduation from Guilford College. The three-week portion of the course will include didactic reading/learning, followed by an 11-day excursion to the selected countries, and will conclude with a final project submitted in the week following the trip. We are happy to help you find the best solution for your curricular requirements.

**Group Size:** This program is designed to accommodate a diverse group of undergraduate and graduate students, with a preferred size ranging from a minimum of 20 students (+2 faculty) to a maximum of 35+ students (+3 faculty). To maximize participation and foster inter-university connections, this program is open to students from other institutions (e.g., GMU) to join.

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# Tentative Itinerary Overview: Milan, Nice, Nimes, and Barcelona

Please note: This is a sample itinerary designed to illustrate the flow and types of experiences for Option 1 & 2. The final itinerary will be meticulously customized in close collaboration with you.

**Total Program Duration:** 11 days / 10 nights

**Proposed Travel Window:** Friday, May 15, 2026 – Monday, May 25, 2026

**Faculty:** Professor Dr. Michael White (Graduate Class), Professor Mike DeGeorge (Undergraduate Class)

## Option 1: Madrid, Porto, Salamanca, and Lisbon



### Day 1 (Friday, May 15, 2026): Arrival in Lisbon & City Immersion

- Arrival at Lisbon Airport.
- City Tour of Lisbon.
- Check-in at Hotel in Lisbon.

### Day 2 (Saturday, May 16, 2026): Lisbon Sport Center & Live Game

- Transfer to JAMOR National Stadium.
- Tour and Lecture at JAMOR National Sports Center.
- Lunch at high-performance training center.
- Transfer to a sporting event.
- Attend a Game (i.e., soccer last match of the season, volleyball, handball depending on availability).
- Transfer to Hotel.

### Day 3 (Sunday, May 17, 2026): Benfica & Sintra Exploration

- Tour of Estadio da Luz.
- Visit Benfica museum.
- Transport to Sintra.
- Tour Palácio da Pena.
- Transfer back to Lisbon (45min).
- Group Dinner.

#### **Day 4 (Monday, May 18, 2026): Travel to Porto & City Tour**

- Check out from Hotel in Lisbon.
- Transfer to Porto (3 hours).
- City tour of Porto.
- Port tasting/visit port cellar.
- Check-in at hotel in Porto.

#### **Day 5 (Tuesday, May 19, 2026): FC Porto & Academic Insights**

- Depart to Estadio do Dragao.
- Lecture by FC Porto Group.
- Tour of Estadio do Dragao & FC Porto Museum.
- Depart to University of Porto.
- Tour and Lecture at Universidad de Porto.

#### **Day 6 (Wednesday, May 20, 2026): Travel to Salamanca & City Exploration**

- Check out from Hotel in Porto.
- Travel to Salamanca (4 hours) by private bus (Central European time zone +1 hour).
- Check-in at hotel in Salamanca.
- City tour of Salamanca.



### **Day 7 (Thursday, May 21, 2026): Madrid Sport Innovation**

- Check out from Hotel in Salamanca.
- Travel to Madrid by private bus (2 hours 30 minutes).
- Transfer to Hippodrome de la Zarzuela.
- Tour and Lecture at Hippodrome de la Zarzuela Training Centre.
- Lecture at Global Sports Innovation Centre.
- Check-in at Hotel in Madrid.

### **Day 8 (Friday, May 22, 2026): Real Madrid & Free Time**

- Tour of Bernabeu stadium.
- Lecture at Global Sports Innovation Centre.
- Transfer to hotel.
- Free time.

### **Day 9 (Saturday, May 23, 2026): Spanish Culture & Live Game**

- Transfer to Las Ventas.
- Tour and Lecture on Bull Fighting in Spain / Las Ventas Bullring.
- Tour of Royal Palace.
- Free time.
- Transfer to a sporting event.
- Attend a Game (i.e., soccer last match of the season La Liga, volleyball, handball depending on availability).
- Transfer to hotel.

### **Day 10 (Sunday, May 24, 2026): Madrid by Bike & Leisure**

- Walk to Calle Jardines, 12, Madrid for start of Bike tour (10-15min).
- City tour by bike.
- Free time.

### **Day 11 (Monday, May 25, 2026): Departure from Madrid**

- Check out from Hotel in Madrid.
- Pentecost Monday.
- Transport to airport.
- Depart to USA.

## **Option 2: Milan, Nice, Nimes, and Barcelona**



### Day 1 (Friday, May 15): Arrival & Sport Innovation

- Arrival at Milan Airport.
- Transfer to Vero Volley for a visit and lunch.
- Lecture Inter Campus Sociology: How Sports Can Help Personal Growth
- Free time.

### Day 2 (Saturday, May 16): Motor Sport & City Exploration

- Transfer to Monza Circuit for a tour of Autodromo Nazionale Monza.
- City Walking Tour of Milan
- Free time after walking tour.

### Day 3 (Sunday, May 17): Milan Sporting Event & Travel

- Free time in the morning for independent exploration.
- Inter - Verona game (if played on Sunday). This game might be the team's last home game of the season, but not necessarily the absolute final game of the Serie A season, potentially offering easier ticket acquisition than a final-day match.
- Transfer to Nice by bus (approximately 5 hours).
- Hotel check-in in Nice.

### Day 4 (Monday, May 18): Monte Carlo & Formula 1 Insights

- Transfer to by bus or train Monte Carlo Country Club (MCCC) for a tour and lecture.
- Transfer to Automobile Club de Monaco - GP Media Center (Bus to Yacht Club).
- Lecture/Tour at Automobile Club de Monaco on "Organizing a Formula 1 Weekend."
- Walk to Monaco city center.
- Free time in Monaco/F1 walk.
- Transfer back to Nice.

### Day 5 (Tuesday, May 19): French Riviera Sport & History

- Transfer to Allianz Riviera Stadium for a stadium tour of OGC Nice.
- Visit the National Sport Museum.
- Transfer to Nimes by private bus (approximately 4.5 hours).

### **Day 6 (Wednesday, May 20): Handball & Roman Heritage**

- Transfer to USAM Nîmes Gard for a lecture at Nîmes Handball Academy.
- Transfer to Pont du Gard (approximately 0.75 hours) for a visit.
- Walking City Tour of Nîmes.
- Explore Arena de Nîmes.
- Free time.

### **Day 7 (Thursday, May 21): Transfer to Spain via Figueres**

- Check out from hotel in Nîmes.
- Transfer to Figueres by private bus (approximately 3.5 hours) for a visit to the Salvador Dalí Museum.
- Transfer to Barcelona by private bus (approximately 2.5 hours)
- OR Transfer to Spain via train directly to Barcelona
- Transfer to Barcelona by train (approximately 3 hours 30 minutes).
- Afternoon lecture International Sailing Center Barcelona
- Hotel check-in in Barcelona.

### **Day 8 (Friday, May 22): Olympic Legacy & Elite Training**

- Tour Olympic Stadium.
- Tour Olympic Museum.
- CAR (High Performance Training Centre) for a tour and lecture.
- Tour Parc Guell.
- Free time.

### **Day 9 (Saturday, May 23): City Cycling & Group Dinner**

- City Tour by Bike (3 hours).
- Group dinner - Tapas.

### **Day 10 (Sunday, May 24): Live La Liga Match**

- Transfer to a sport event.
- Attend a La Liga football match (FC Barcelona or Espanyol, depending on game schedule and availability). This will likely be the last game of the La Liga season.

### **Day 11 (Monday, May 25): Mediterranean Sailing & Departure**

- WHIT MONDAY - PUBLIC HOLIDAY (!!) - Some sites or activities might be affected.
  - Transfer to Airport Barcelona for departure to USA.
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## Points to Consider

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When evaluating these two exciting itinerary options, please consider the following points regarding game attendance and logistical flexibility:

- **Game Ticket Availability for Season Finales:**

Option 1 (Madrid, Porto, Lisbon): Both proposed weekends within this itinerary might coincide with the final match of the season in their respective leagues (La Liga and Portuguese Primeira Liga). This could make obtaining tickets for both matches significantly more challenging and potentially more expensive.

Option 2 (Milan, Nice/Monaco, Nimes, Barcelona): While the Sunday, May 24 game in Barcelona is expected to be the last game of the La Liga season, the Sunday, May 17 game in Milan is anticipated to be a strong option for live sport, potentially being a team's last home game of the Serie A season. The proximity of numerous Serie A games around Milan offers additional opportunities for live sport experiences (e.g., Atalanta vs. Bologna, Como vs. Parma, Genoa vs. AC Milan, Inter vs. Verona, Juventus vs. Fiorentina on May 17; AC Milan vs. Cagliari, Cremonese vs. Como, Torino vs. Juventus, Verona vs. AS Roma on May 24).

- **Itinerary Reversal:**

Option 1 (Lisbon to Madrid): Reversing this itinerary would not be as logistically sensible, primarily because the proposed games in Lisbon are scheduled for the weekend of May 16-17, and there are no major games available in Lisbon on the weekend of May 24, which would be the final weekend if the itinerary were reversed.

Option 2 (Milan to Barcelona): This itinerary can be efficiently run in reverse order (starting in Barcelona and ending in Milan). This offers valuable flexibility for flight arrangements and logistical planning.

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## Next Steps

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This overview provides a detailed look at how Purpose Travel can bring your vision for the International Model of Sport study abroad program to life for Guilford College.

We are now ready to schedule a follow-up call to discuss a precise itinerary based on your preferred option (1 or 2). This discussion will culminate in a formal proposal, including detailed pricing, ready for your university's review.

Please let us know your availability for this next step.

Sincerely,

**The Purpose Travel Team**

Arno Langevoort

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