

## Short visit in Loughborough University

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From 11th October 2013 to 26th November 2013, as a Ph.D student, I visited Loughborough University.

This is the second time for me to visit another university outside Japan. To be honest, before I went there, I knew that Loughborough University is famous for its sports, not only for the sports facilities but also for the famous athletes that graduated from Loughborough. Such as Steve Backley, Robbie Brightwell, and John Cooper.

However, when I arrived there, I was surprised at the broad campus, the various kinds of sport facilities and the number of students participating in sports. Generally speaking, they have indoor facilities such as Gymnastics Centre, Netball Badminton Centre, Tennis Centre, Swimming Pool, National Cricket Performance Centre, Martial Arts Studio and so on; outdoor facilities such as Holywell Sports Complex, Loughborough University Stadium, Beach Park and so on. Students in Loughborough can take part in more than 50 kinds of sports.

During my visit in Loughborough, I attended two lectures: Advanced Sport Marketing and Managing Service Quality. Both of the lectures were organized by Dr. Guillaume Bodet. I have to say that the lectures were the most brilliant ones that I have ever take part in during my student life. The content of the lecture is compact with theories linking to the daily life, references from the latest publications. The students are enthusiastic. They have plenty of questions and ideas about the lecture. Also, the most important

thing is that they are willing to communicate. After the lecture, a group of them would like to have further discussions with the teacher. It is amazing that people from different countries sit together and learn from the teacher and have warm discussion about one topic. Another interesting thing for the lecture is the coursework session. Students were divided into several groups, each group will work on a special case and give a presentation to answer the questions relevant to the case and theories from the lectures. They will evaluate each other's presentation and mark each other. To me, after the lecture, I will discuss how to organize a lecture with Dr. Guillaume Bodet. He told me that psychology is very important during teaching, sometimes, you need to arrange tasks from difficult to easy; sometimes, just reverse. While, when difficult tasks are needed depends on the psychological changes of the students.

Besides the lectures, Dr. Guillaume Bodet and I have several meetings to discuss about my Ph.D dissertation. He taught me how to conduct an Exploratory Factor Analysis and how to purify the scale step by step. As a teacher, he is really learned and patient. I really appreciate his help with my data analysis and valuable suggestions on my dissertation.

Further, during my short visit, I have several opportunities to communicate with other professors, Ph.D students in Loughborough University. From them, I know what kinds of researches they are doing, and why

Loughborough is so famous for sports.

Finally, I would like to give my sincere appreciation to all the people who help me before,

during and after my short visit. Professor Kanosue, Dr. Matsuoka, Dr. Guillaume Bodet, Dr. David Stensel, Megumi-San and Katayama-San.

