

ISSN 1008-3596

CN 13-1237/G8



河北体育学院学报

JOURNAL OF HEBEI SPORT UNIVERSITY / HEBEI TIYU XUEYUAN XUEBAO

2022年1月（第36卷）

中国·石家庄
SHIJIAZHUANG, CHINA

1

河北体育学院学报

HEBEI TIYU XUEYUAN XUEBAO

目次

双月刊 第36卷 第1期
2022年1月10日出版

体 育 法

- 1— 我国体育服务业纳税风险的类型识别与多维应对 师 璇
- 9— 论我国《奥林匹克标志保护条例》(2018年修订)的不足与完善 徐艳杰
- 17— 自甘风险条款在学校体育中的适用范围 于田生, 汤卫东

冬 奥 · 冰 雪

- 23— “三次售卖”理论视域下我国冰雪旅游产业品牌塑造路径研究
..... 王文龙, 崔佳琦, 邢金明
- 30— 河北省冰雪运动文化立体化推广普及模式构建研究
..... 曹 荣, 赵智岗, 袁庚申, 李海舰, 秦 娟
- 37— 滑雪旅游目的地地方特质与游客亲环境行为的关系: 游客感知的中介作用
..... 余 军, 郝慧丽

装帧设计: 刘金得

英文译校: 张 巍

体育人文社会学

48— 镜像足球的本质

——超视距身体文化的学理定位 路云亭

57— 向世界讲好中国体育故事的典范性探索

——评《基于 CIS 理论的我国体育国际形象传播路径研究》 郭 晴, 赵琬莹

62— “新业态”视角下电竞产业链的核心环节及政策应对 刘福元, 赵敬凯

70— 基于区位优势理论的青少年足球发展影响因素研究 左逸帆, 胡天弄

77— 狂欢与冲突: 体育赛事现场观众自我呈现的文化透析

——以足球赛事为例 项杨春

84— 基于政策工具的江苏省体医融合政策分析 姜令旺, 陈家起, 杨继星

民族传统体育学

91— 竞技武术的逆向文化冲击与文化再适应

..... 李建威

- 1 Type Identification and Multi-dimensional Response of Tax Risk of Sports Service Industry
in China *SHI Xuan*
- 9 On the Deficiency and Perfection of China's Regulations on the Protection of Olympic
Symbols (Revised in 2018) *XU Yanjie*
- 17 Application Scope of Assumption of Risk in School Sports *YU Tiansheng, TANG Weidong*
- 23 Research on the Brand Building Path of Winter Sports Tourism Industry in China from the
Perspective of Triple Sales Theory *WANG Wenlong, CUI Jiaqi, XING Jinming*
- 30 Research on the Construction of Three-dimensional Promotion and Popularization Mode of Ice
and Snow Sports Culture in Hebei Province
..... *CAO Rong, ZHAO Zhigang, YUAN Gengshen, LI Haijian, QIN Juan*
- 37 The Relationship Between Local Characteristics of Ski Tourism Destination and Tourists'
Pro-environmental Behavior: The Mediating Role of Tourists' Perception *YU Jun, YAN Huili*
- 48 The Essence of Mirror Football
——The Academic Orientation of Body Culture Beyond Visual Range *LU Yunting*
- 57 A Model Exploration of Telling the World about China Sports Stories
——Comment on Research on the Dissemination Path of My Country's Sports
International Image Based on CIS Theory *GUO Qing, ZHAO Wanying*
- 62 Core Links of the E-sports Industry Chain and Policy Response from the Perspective of
“New Business Models” *LIU Fuyuan, ZHAO Jingkai*
- 70 Research on the Influencing Factors of Youth Football Development Based on the Area
Superiority Theory *ZUO Yifan, HU Tiannong*
- 77 Carnival and Conflict: A Cultural Analysis of the Audience's Self-presentation in Sports Events
——Taking Football Match as an Example *XIANG Yangchun*
- 84 A Policy Analysis of the Integration of Sports and Health Care in Jiangsu Province Based on
Policy Tools *JIANG Lingwang, CHEN Jiaqi, YANG Jixing*
- 91 Reverse Cultural Impact and Cultural Re-adaptation of Competitive Martial Arts *LI Jianwei*