

10

中文体育类核心期刊  
中文社会科学引文索引 (CSSCI) 来源期刊

刊号 ISSN 1671-1572  
CN 11-4612/G8

# 体育文化导刊

SPORTS CULTURE GUIDE

2018年第10期 (总第196期)

体育文化导刊  
2018年

SPORTS CULTURE GUIDE

国家体育总局体育文化发展中心主办

国家体育总局体育文化发展中心主办

·国家体育总局体育文化发展中心主办·



# 体育文化导刊

月刊 第 10 期 (总第 196 期)

2018 年 10 月 23 日出版

投稿须知..... (封二)

## · 特稿 ·

从美英日奥运备战模式展望中国运动员 2020 东京奥运会前景.....田野 ( 1 )

## · 体育管理学 ·

中国社会转型与体育价值观念良性促进关系模型构建与解析.....王宏 ( 7 )

论体育是中国文化对外交流的重要载体.....张海利 刘晓海 张海军 ( 11 )

民族传统体育文化的功能取向变迁与现实选择.....韩文娜 何劲鹏 ( 15 )

新时代我国优秀传统体育文化译介缺失及破解路径.....薛宏波 程宇飞 ( 21 )

道家思想对当代生态体育的启示.....龙佳怀 刘玉 ( 26 )

## · 群众体育学 ·

社会建构论视角下的群众体育运动.....于显洋 陈泽霖 ( 30 )

基于自组织理论的我国体育公共服务社会化发展模式研究.....于冲 刘巍 秦晨晨 ( 35 )

我国大众冰雪运动发展的问题、形成根源及对策.....阚军常 王飞 张宏宇, 等 ( 40 )

啦啦操运动在我国的推广现状及其发展前景分析.....武博 ( 46 )

少数民族村落传统体育组织的功能与发展路径——以广西为例.....周家金 ( 51 )

国外发达国家休闲水上项目发展经验及启示.....王宏威 金媛媛 鹿志海 ( 57 )

## · 竞技体育学 ·

CBA 新赛季职业化改革举措解析.....冯建 ( 62 )

五人制足球价值及推广策略研究·····	夏青 刘润松 李吴琼 (67)
河北省冰雪运动后备人才培养研究·····	韩志芳 张晖 段斌 (72)
体育赛场秩序有序化路径选择·····	翁建锋 (78)

## · 体育经济学 ·

论体育产业法律体系的完善：原则、路径与图景·····	张健 戴羽 (83)
我国健身休闲产业的供需矛盾及破解路径·····	李冬梅 邢力文 (88)
两权分离改革下江苏省体育场馆绩效评价的困境及对策·····	郑文林 朱菊芳 (93)
我国武术散打商业赛事发展研究·····	滕希望 (99)
产业价值链视角下我国马拉松赛事运营模式研究·····	支强 (104)
入奥背景下我国三人篮球赛事产业发展策略研究·····	周冰 (110)
国际旅游岛建设背景下海南赛马产业发展研究·····	贺越先 张耀文 (115)
美国体育产业反垄断豁免政策内涵及启示·····	任波 黄海燕 戴俊 (120)
国外运动休闲特色小镇类型、特点与启示·····	朱敏 瞿迪 (126)

## · 体育教育学 ·

校园足球发展的教育本原思考·····	陈洋 高慧林 孙辉, 等 (132)
户外教育的后现代特征及启示·····	骆腾昆 岳庆利 王俊人, 等 (137)
我国学校武术中仪式化教育的缺失与重构·····	杜银玲 段全伟 姜凯 (143)

## · 体育史学 ·

唐朝丝绸之路上的体育文化交流·····	季春美 叶飞凤 (148)
论中国近代体育价值取向的流变·····	白萍 张爱红 向武云 (154)

English Contents of Sports Culture Guide·····	(Inside back cover)
---	---------------------

# SPORTS CULTURE GUIDE

(Monthly) No.10 (No.196 in total)

Published on Oct. 23, 2018

## CONTENTS

### Special Article

Prospects of Chinese Athletes' Performances in 2020 Tokyo Olympic Games Based on the Preparation Models of the US, the UK and Japan.....TIAN Ye ( 1 )

### Sports Management

The Construction and Analysis on Promotion Model between Social Transformation and Sports Values in China.....WANG Hong ( 7 )

Sports- The Important Carrier on China's Cultural Exchange with Foreign Countries.....ZHANG Hai-li, et al ( 11 )

The Functional Orientation Change and Realistic Choice of National Traditional Sports Culture.....HAN Wen-na, et al ( 15 )

Deficiencies and Solutions on Interpretation of Excellent Traditional Sports Culture in New Era.....XUE Hong-bo, et al ( 21 )

The Enlightenment from Taoism to Contemporary Ecological Sports.....LONG Jia-huai, et al ( 26 )

### Mass Sports

Mass Sports on the Perspective of Social Constructivism.....YU Xian-yang, et al ( 30 )

Research on the Development Mode of Sports Public Service Socialization in China Based on Self-organizing Theory.....YU Chong, et al ( 35 )

The Current Situation, Problems and Countermeasures of the Development on Public Sports of Ice and Snow in China.....KAN Jun-chang, et al ( 40 )

The Current Situation and Development of Cheerleading and Its Prospect Analysis in China.....WU Bo ( 46 )

The Function and Development on Traditional Sports Organization of Ethnic-Minority Villages — A Case Study of Guangxi Province.....ZHOU Jia-jin ( 51 )

The Development Experience and Implication of Aquatics Leisure Sports in Developed Countries.....WANG Hong-wei, et al ( 57 )

### Competitive Sports

Analysis of CBA Professionalism Reform Measures in New Season.....FENG Jian ( 62 )

Research on the Value and Promotion Strategy of Futsal.....XIA Qing, et al ( 67 )

Research on the Cultivation of Reserve Athletes of Winter Sports in Hebei Province.....HAN Zhi-fang, et al ( 72 )

The Orderly Path Selection of Order in Sports Field.....WENG Jian-feng ( 78 )

### Sports Economics

The Improvement on Legal System of Sports Industry: Principles, Paths and Prospects.....ZHANG Jian, et al ( 83 )

The Supply and Demand Contradiction and Solution on China's Fitness Industry.....LI Dong-mei, et al ( 88 )

The Difficulties and Countermeasures of Performance Evaluation on Gymnasiums in Jiangsu Province under the Background of Separation of Two Rights.....ZHENG Wen-lin, et al ( 93 )

Research on the Development of Wushu Sanda Commercial Competition in China.....TENG Xi-wang ( 99 )

Research on the Operation Mode of Marathon Race in China from the Perspective of Industrial Value Chain.....ZHI Qiang ( 104 )

Research on Development Tactics of Three on Three Basketball Tournament Industry under the Background of Entering Olympic Cycle.....ZHOU Bing ( 110 )

Research on the Development of Hainan Horse Racing Industry under the Background of International Tourism Island Construction.....HE Yue-xian, et al ( 115 )

The Connotation of Antitrust Exemption Policy of American Sports Industry and Its Enlightenments to China.....REN Bo, et al ( 120 )

The Characteristics of Foreign Sports Town and Its Enlightenments to China.....ZHU Min, et al ( 126 )

### Physical Education

Thoughts on the Origins of the Campus Football Education Development.....CHEN Yang, et al ( 132 )

Postmodernism Features and Enlightenments of Outdoor Education.....LUO Teng-kun, et al ( 137 )

The Absence and Reconstruction on Ritual Education of Wushu.....DU Yin-ling, et al ( 143 )

### Sports History

The Sports Cultural Exchange along the Silk Road in Tang Dynasty.....JI Chun-mei, et al ( 148 )

The Changes on Sports Values in Modern China.....BAI Ping, et al ( 154 )