

8  
体育文化导刊  
二〇一九年  
SPORTS CULTURE GUIDE 国家体育总局体育文化发展中心主办

中文体育类核心期刊

中文社会科学引文索引（CSSCI）来源期刊

ISSN 1671-1572

CN 11-4612/G8

# 体育文化导刊

SPORTS CULTURE GUIDE

2019年第8期（总第206期）

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8期（总第206期）

2019年8月23日出版

投稿须知 ..... (封二)

## ·域外专题·

- 西班牙足球发展特征与启示 ..... 游松辉 张馨 刘兵 (1)  
赛事举办地体育旅游资源开发研究——以美国萨凡纳为例 ..... 史瑞应 杨涛 (6)  
国外学龄前儿童体育健康教育实践及启示 ..... 陈为玮 张虹雷 朱小烽,等 (12)

## ·体育管理·

- 中国田径赛事发展现状与优化路径 ..... 张学兵 章碧玉 (18)  
中国排球超级联赛改革研究 ..... 汪作朋 张波 (24)  
我国学校体育政策变迁与启示 ..... 高晓峰 (30)  
体育公共服务财政保障存在的问题及对策 ..... 赵静 葛超 (38)  
冰雪体育文化传播的意义及路径 ..... 李岫儒 柴娇 (43)

## ·群众体育·

- 大数据时代社区体育发展研究 ..... 鲁丽 (48)  
精准扶贫视域下老年人体育发展策略探析 ..... 李洋花 杨晓生 胡科 (54)  
我国群众体育赛事治理困境与优化策略 ..... 杨光 南尚杰 李松洋 (59)  
我国潜水社会体育指导员队伍现状、问题及优化路径 ..... 王聪 袁东 (65)

## ·体育经济·

- 新时代背景下体育场馆深化改革的目标及路径 ..... 王继生 丁传伟 孙泽 (72)

|                           |         |        |
|---------------------------|---------|--------|
| 我国冰雪特色小镇建设问题及发展策略         | 李振 任保国  | ( 78 ) |
| “互联网 +”背景下大众体育消费的变化及发展研究  | 李艳江 刘次琴 | ( 84 ) |
| 产业链视角下我国体育赛事媒体版权运行困境与破解路径 | 王凯      | ( 90 ) |
| 论体育品牌赛事的培育路径              | 孟令刚 贾凤英 | ( 95 ) |

## · 体育史 ·

|                    |        |         |
|--------------------|--------|---------|
| 民国时期全运会的体育精神及其历史意义 | 颉梦宁    | ( 101 ) |
| 中央国术馆武术教育考述        | 麻晨俊 高亮 | ( 105 ) |

English Contents of Sports Culture Guide ( Inside back cover )

---

期刊基本参数：CN 11-4612/G8\*2000\*m\*A4\*112\*zh\*P\*15.00\*2500\*19\*2019-08

# SPORTS CULTURE GUIDE

(Monthly) No.8 (No.206 in total)

Published on Aug. 23, 2019

## CONTENTS

### Sport Development Overseas

- The Development Characteristics of Spanish Football and Its Enlightenment to China ..... YOU Song-hui, et al ( 1 )  
A Study on the Development of Sports Tourism Resources in the Host City of Sport Event: A Case Study of Savannah, USA ..... SHI Rui-ying, et al ( 6 )  
Practice and Enlightenment of Physical and Health Education for Preschool Children Abroad ..... CHEN Wei-wei, et al ( 12 )

### Sports Management

- The Development Status and Optimization Path of Track and Field Events in China ..... ZHANG Xue-bing, et al ( 18 )  
Research on the Reform of China Volleyball League ..... WANG Zuo-peng, et al ( 24 )  
Changes and Enlightenment of Physical Education Policy in China ..... GAO Xiao-feng ( 30 )  
Problems and Countermeasures on Financial Safeguard of Sports Public Service ..... ZHAO Jing, et al ( 38 )  
The Significance and Path on the Spread of Ice and Snow Sports Culture ..... LI Xiu-ru, et al ( 43 )

### Mass Sports

- Research on the Development of Community Sports in the Age of Big Data ..... LU Li ( 48 )  
Development of Sports for Elderly from the Perspective of Targeted Poverty Alleviation ..... LI Yang-hua, et al ( 54 )  
The Difficulties and Optimization Strategies on Mass Sports Events in China ..... YANG Guang, et al ( 59 )  
Current Situation, Problems and Optimization Paths of the Team of Underwater Diving Social Sport Instructors in China ..... WANG Cong, et al ( 65 )

### Sports Economics

- Goals and Paths of Deepening Reform of Stadiums and Gymnasiums in the Context of New Era ..... WANG Ji-sheng, et al ( 72 )  
Construction and Development Strategies of Small Towns with Ice-Snow Characteristics in China ..... LI Zhen, et al ( 78 )  
Research on the Change and Development of Public Sports Consumption Under the Background of “Internet Plus” ..... LI Yan-jiang, et al ( 84 )

- The Dilemma and Solution of Digital Media Copyrights of Sporting Events in China from the Perspective of Industrial Chain ..... WANG Kai ( 90 )  
Cultivation Paths on Sports Brand Events ..... MENG Ling-gang, et al ( 95 )

### Sports History

- The Study on Sports Spirit and Historical Significance of the National Games During the Period of the Republic of China ..... XIE Meng-ning ( 101 )  
Textual Research and Discussion on Wushu Education in Central Guoshu Institutions ..... MA Chen-jun, et al ( 105 )