

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

2021年第7期 (总第229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7期 (总第229期)

2021年7月23日出版

## 目次

### · 冰雪运动专题 ·

- 我国冬奥会项目发展环境及策略审视 ..... 赵海燕 陈丹 曾仁杰, 等 ( 1 )
- 基于需求侧管理的冰雪产业高质量发展影响因素及进路选择 ..... 曹大伟 郝晓娟 高世颖, 等 ( 7 )
- 我国滑雪旅游服务产业智慧化建设形成逻辑与实施路径 ..... 姚小林 王俊 ( 14 )

### · 体育管理 ·

- 我国体育外交实力解析及提升策略 ..... 崔国文 白银龙 孙晋海, 等 ( 20 )
- 政府购买体育公共服务的公共性流失表现及保障路径构建 ..... 马祥海 杜长亮 ( 27 )
- 城市形象营销视野下马拉松赛事推广策略 ..... 曹惠民 李秀 宋雪雪 ( 33 )
- 中国式摔跤发展困境与对策 ..... 朱磊 苏健蛟 汤立许 ( 39 )
- 美国竞技体育治理的历史嬗变、经验与借鉴 ..... 白银龙 舒盛芳 聂锐新, 等 ( 46 )

### · 群众体育 ·

- 我国乡村体育治理现代化的困境与推进路径 ..... 彭国华 张莉 庞俊鹏, 等 ( 53 )
- 健康中国战略下体医融合发展困境与推进路径 ..... 韩重阳 ( 61 )
- 文化自信视角下民族传统体育文化全球化传播探析 ..... 黄振鹏 陈应表 ( 67 )
- 我国社区体育社会组织能力建设研究 ..... 丁洁 黄亚玲 李聿铭 ( 72 )

· 体育经济 ·

中华优秀传统体育文化助力特色小镇建设价值与路径 .....	朱晓红	白晋湘 ( 78 )
公共体育场馆向体育服务综合体转型的逻辑、困境与路径 .....	姚鹏	贾志强 ( 84 )
我国地方体育产业共性特征及“十四五”时期发展路径 .....	杨曼丽	郭恩恺 张吾龙 ( 91 )
我国健身休闲产业政策演变历程、特征及展望 .....	张丽丽	吴香芝 ( 98 )
墨尔本城市体育营销实践经验及启示 .....	白莉莉	乔凤杰 ( 104 )

---

期刊基本参数: CN 11-4612/G8\*2000\*m\*A4\*112\*zh\*P\*15.00\*2500\*17\*2021-07

# SPORTS CULTURE GUIDE

(Monthly) No. 7 (No.229 in Total)

Published on Jul. 23, 2021

## CONTENTS

### Topics on Sports Ice and Snow

- Review on the Development Environment and Strategy of China's Winter Olympic Events ..... ZHAO Hai-yan, et al ( 1 )
- Influencing Factors and Route Selection of High-Quality Development of Ice and Snow Industry Based on Demand-Side Management ..... CAO Da-wei, et al ( 7 )
- Formation Logic and Implementation Path of Intelligent Construction of Ski Tourism Service Industry in China ..... YAO Xiao-lin, et al ( 14 )

### Sports Management

- Analysis and Promotion Strategy of Sports Diplomacy Strength in China ..... CUI Guo-wen, et al ( 20 )
- Phenomenon of Loss of the Publicity in the Government Purchase of Sports Public Service and the Construction of Supportive Approaches ..... MA Xiang-hai, et al ( 27 )
- Marathon Event Promotion Strategy from the Perspective of City Image Marketing ..... CAO Hui-min, et al ( 33 )
- Dilemma and Countermeasures for the Development of Chinese Wrestling ..... ZHU Lei, et al ( 39 )
- Historical Evolution, Experience and Reference of American Competitive Sports Governance ..... BAI Yin-long, et al ( 46 )

### Mass Sports

- Difficulty and Advancing Path of Modernization of Rural Sports Governance in China ..... PENG Guo-hua, et al ( 53 )
- Development Dilemma and Promotion Path of the Integration of Sports and Medicine Under Healthy China Strategy ..... HAN Chong-yang ( 61 )
- Analysis on the Globalization of Chinese Traditional Sports Culture from the Perspective of Cultural Confidence ..... HUANG Zhen-peng, et al ( 67 )
- Research on the Capacity Construction of Community Sports Social Organization in China ..... DING Jie, et al ( 72 )

### Sports Economics

- Value and Path of Chinese Excellent Traditional Sports Culture Boosting the Construction of Characteristic Towns ..... ZHU Xiao-hong, et al ( 78 )
- Logic, Dilemma and Path of the Transformation from Public Stadiums to Sports Service Complex ..... YAO Peng, et al ( 84 )
- Common Characteristics of Local Sports Industry in China and Development Path During the 14th Five-Year Plan Period ..... YANG Man-li, et al ( 91 )
- Evolution, Characteristics and Prospects of Fitness and Leisure Industry Policy in China ..... ZHANG Li-li, et al ( 98 )
- Practical Experience and Enlightenment of Urban Sports Marketing in Melbourne ..... BAI Li-li, et al ( 104 )