

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

2022年第2期（总第236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2期（总第236期）

2022年2月23日出版

目 次

·冰雪运动专题·

- 我国冰雪运动产业政策演进特征及展望 刘建明 米靖 金乃婧, 等 (1)
东北三省冰雪运动产业一体化发展机遇、制约因素及创新路径 王美红 高际翔 (8)
冬奥会场馆赛后利用经验与启示——以温哥华、索契、平昌冬奥会为例 甄梦晨 王飞 姜昂, 等 (14)

·体育管理·

- 中国共产党百年军事体育变迁历程、特征及启示 朱浩天 石云波 邵凯 (22)
百年未有之大变局下中国体育外交：历史使命、现实困境与应对方略 王洪飞 赵亮 (28)
乡村振兴战略下乡镇体育治理能力提升行动逻辑、困境与对策 张向荣 (35)
美国高校高水平运动队建设经验与启示 乔曦 梁勤超 (42)

·群众体育·

- 新发展理念下城乡体育公共服务均等化价值与策略 赵广涛 (48)
基于“十三五”实践的我国城市体育场地设施发展策略 游茂林 (56)
社会力量参与全民健身公共服务供给：现实审视与实践路径 张佃波 (63)

·体育经济·

- 新发展格局下我国体育用品制造业发展转向与路径 刘晴 罗亮 黄晶 (69)
我国体育消费政策工具选择特征及优化策略 王涛 唐紫燕 (76)

- 新形势下海南体育产业高质量发展困境与对策 冯蕾 练碧贞 任波, 等 (84)
国际体育产业数字化转型特点与启示 党挺 (91)

· 体育教育 ·

- 新时代我国高校体育教学改革任务及措施 徐焕喆 赵勇军 (98)
学校体育课程思政一体化建设价值、挑战与优化策略 位小龙 于方方 (104)

期刊基本参数：CN 11-4612/G8*2000*m*A4*112*zh*P*15.00*2500*16*2022-02

SPORTS CULTURE GUIDE

(Monthly) No. 2 (No.236 in total)

Published on Feb. 23, 2022

CONTENTS

Research Topics in Winter Sports

- Evolution Characteristics and Prospects of Winter Sports Industry Policy in China LIU Jian-ming, et al (1)
Opportunities, Constraints and Innovation Paths of Integrated Development of Winter Sports Industry in Three Provinces of Northeast China WANG Mei-hong, et al (8)
Experience and Enlightenment of Post-Games Utilization of Winter Olympic Venues: A Case Study of Vancouver, Sochi and Pyeongchang Winter Olympic Games ZHEN Meng-chen, et al (14)

Sports Management

- Changing Course, Characteristics and Enlightenment of the Communist Party of China's Military Sports in One Hundred Years ZHU Hao-tian, et al (22)
China Sports Diplomacy Under the Changes Unseen in a Century: Historical Mission, Realistic Difficulty and Strategies WANG Hong-fei, et al (28)
Action Logic, Dilemma and Countermeasures of Improving Sports Governance Ability of Township Under the Rural Revitalization Strategy ZHANG Xiang-rong (35)
Experience and Enlightenment on the Construction of High-Level Sports Teams in American Universities QIAO Xi, et al (42)

Mass Sports

- Value and Strategy of Equalization of Urban and Rural Sports Public Service Under the New Development Concept ZHAO Guang-tao (48)
Development Strategies of Urban Sports Stadiums and Facilities in China Based on Practices During the 13th Five-Year Plan YOU Mao-lin (56)
Social Forces Participating in National Fitness Public Service Supply: Reality Review and Practice Path ZHANG Dian-bo (63)

Sports Economics

- Development Turn and Path of Sports Goods Manufacturing Industry in China Under the New Development Paradigm LIU Qing, et al (69)
Characteristics and Optimization Strategies of Sports Consumption Policy Tools Selection in China WANG Tao, et al (76)
Difficulty and Countermeasures of the High-Quality Development of Sports Industry in Hainan Under a New Situation FENG Lei, et al (84)
Characteristics and Enlightenment of Digital Transformation of International Sports Industry DANG Ting (91)

Physical Education

- Tasks and Measures of Physical Education Reform in Colleges and Universities in China in the New Era XU Huan-zhe, et al (98)
Value, Challenges and Development Strategies of Constructing Ideological and Political Integration of School Physical Education Curriculum WEI Xiao-long, et al (104)