

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

2023年第2期（总第248期）

国家体育总局 主管

国家体育总局体育文化发展中心 主办

·国家体育总局主管·
·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248期）

2023年2月23日出版

目 次

·全民健身专题·

- 论全民健身与全民健康深度融合——基于“主动健康”视域 徐诗枧 闫静 (1)
全民健身公共服务标准化建设：价值、基础与路径 段嘉琦 沈克印 (7)
我国全民健身场地设施配置政策演进与展望 蒋全虎 陈家起 高奎亭,等 (13)
数字化赋能全民健身公共服务精准供给：作用机理与实施策略 高梦真 王志文 石振国 (21)

·体育管理·

- 我国退役运动员职业转型探析 葛亮 彭国强 (27)
公共产品理论视角下体医融合服务供给模式及实践探索 余澳林 王世强 肖祉涵,等 (34)
我国冰雪运动发展历程、新时代特征及未来展望 张磊 郭子暄 涂芝仪 (41)
体育动漫发展探究 吴晓昊 (49)

·群众体育·

- 我国体育非物质文化遗产保护与传承的价值及策略 廖涛 (56)
乡村振兴背景下传统体育文化现实困境及发展路径 向云平 (62)
我国乡村体育赛事发展经验及启示——以贵州“村BA”为例 蒲华文 邓星华 (68)
提升国际传播效能：译介学视域下中华优秀传统体育文化“走出去” 王志伟 郭振华 (74)

• 体育经济 •

- 民俗体育旅游高质量发展价值、困境与策略 潘怡 姚绩伟 (81)
“双减”政策下我国青少年体育培训业高质量发展机遇、挑战与策略 张佃波 朱焱 袁诗怡, 等 (88)

• 体育教育 •

- 深化体教融合发展的现实审视及应对策略 王德政 李斌 (95)
中小学课后体育服务课程化建设思考 尚力沛 (104)

SPORTS CULTURE GUIDE

(Monthly) No. 2 (No.248 in Total)

Published on Feb. 23, 2023

CONTENTS

Research Topics on National Fitness

| | |
|---|-----------------------------|
| Deep Integration of National Fitness and National Health: Based on the Perspective of "Proactive Healthcare" | XU Shi-jian, et al (1) |
| Standardization Construction of National Fitness Public Service: Value, Foundation and Path | DUAN Jia-qi, et al (7) |
| Evolution and Prospect of National Fitness Facilities Allocation Policy in China | JIANG Quan-hu, et al (13) |
| Digitization Empowering Accurate Supply of National Fitness Public Services: Function Mechanism and Implementation Strategy | GAO Meng-zhen, et al (21) |

Sports Management

| | |
|--|-------------------------|
| Career Transition of Chinese Retired Athletes | GE Liang, et al (27) |
| Supply Mode and Practice Exploration of the Integration of Sports and Medicine Service from the Perspective of Public Goods Theory | YU Ao-lin, et al (34) |
| Development Course, New Era Characteristics and Future Prospect of Ice and Snow Sports in China | ZHANG Lei, et al (41) |
| Development of Sports Animation | WU Xiao-hao (49) |

Mass Sports

| | |
|--|----------------------------|
| Value and Strategies of Protection and Inheritance in Chinese Sports Intangible Cultural Heritage | LIAO Tao (56) |
| Realistic Predicament and Development Path of Traditional Sports Culture Under the Background of Rural Revitalization | XIANG Yun-ping (62) |
| Experience and Enlightenment of Rural Sports Events Development in China: Taking Guizhou "Cun BA" as an Example | PU Bi-wen, et al (68) |
| Improving International Communication Efficiency: Chinese Excellent Traditional Sports Culture "Going Out" from the Perspective of Medio-Translatology | WANG Zhi-wei, et al (74) |

Sports Economics

| | |
|---|-----------------------------|
| Value, Dilemma and Strategy of High-Quality Development of Folk Sports Tourism | PAN Yi, et al (81) |
| Opportunities, Challenges and Strategies of High-Quality Development of Youth Sports Training Industry Under the Double Reduction Policy in China | ZHANG Dian-bo, et al (88) |

Physical Education

| | |
|---|-----------------------------|
| Realistic Review and Coping Strategies of Deepening the Development of Integration of Sports and Education | WANG De-zheng, et al (95) |
| Thinking on Curriculum Construction of After-School Physical Education Service in Primary and Secondary Schools | SHANG Li-pei (104) |