

主管：河北省教育厅

主办：邢台职业技术学院

# 邢台职业技术学院学报

2019 2

总第 140 期  
(双月刊)

## 目次

### 教学改革与实践

- 职业院校“螺旋式”课程体系编排探析.....  
.....焦丽君,王争,汤梦玲(1)
- 全域旅游背景下“综合学习设计”在高职《旅行社计调操作》课程  
改革中的应用.....王宏宇(4)
- 以人物为核心的专题式教学理念与设计思路优化之探索.....  
.....韩宏伟(9)

### 高职教育研究与管理

- 应用型本科院校税收专业课程设计研究——以北京、上海和南京三  
所高校为例.....李永刚(13)
- 跨境电商人才培养质量提升策略研究——基于 CIPP 评价视角...  
.....雷云(17)
- 思想政治教育模式研究综述.....祁凤华,任源,刘兴(25)
- 新时代提升高校思想政治理论课教学的针对性研究.....  
.....赵会霞,董成志,李延华(29)
- 高职语文传统文化教育策略探究.....王优(33)
- 新西兰怀卡托理工学院课程考核评价的经验借鉴..崔岩(36)

### 政治经济与管理

- 改革开放 40 年民营企业薪酬体系优化设计研究.....  
.....玛丽娜,刘亚男,甘晓成(41)

期刊基本参数: CN13—1268/G 4\* 1984 \* b \* A4 \* 108 \* zh \* P \* ¥8.00 \* 600 \* 24\* 2019—04

邢台职业技术学院学报  
编辑委员会

主任  
马东霄

副主任  
刘彩琴 王宝贵 张双会  
李贤彬 刘卫红

委员  
(以姓氏笔划为序)  
马 骅 马金刚 卢恩平  
许 光 邢于仓 刘庆华  
陈 丽 张江林 张国勋  
谷群广 范树林 杨志红  
鲍东杰 褚建立 王学东

主 编  
李贤彬

副主编  
王学东 鲍东杰

本期责任编辑  
燕 艳

封面设计  
张战胜

电子商务环境对企业成本会计的影响与策略探讨·· 马佳欣 (48)  
乡村振兴战略下邢台市特色小镇产业融合研究·····  
····· 董 敏, 周志强, 卢志强 (51)  
全域旅游视角下乡村旅游与经济融合实证研究···· 方荣辉 (55)  
基于承载力评价的京津冀生态环境协同治理研究·····  
····· 李丽红, 宋 剑, 刘志广, 杜锦锦 (59)  
河北养元市场成长期的渠道策略····· 王建文 (64)  
大数据时代下“城市最后一公里”问题的分析及研究·····  
····· 张江霄, 党 莹, 冯春辉 (68)  
基于市场失灵和政府干预的视角探析校企合作的长效发展·····  
····· 代春倩, 苗晋峰 (71)

文化与艺术

论许衡理学思想的特点····· 王素美 (75)  
邢台人文精神的历史演变与当代价值研究·····  
····· 李相臣, 陈 欣, 程 赟, 王馨民 (80)  
“一带一路”背景下邢台地域文化对外传播研究·····  
····· 卢 魁, 张荣芳, 陈 雯 (83)  
冬奥会背景下志愿者跨文化交际能力的培养策略研究·····  
····· 王金环 (87)  
常州金坛区传统村落茶文化资源旅游开发探析···· 解 薇 (91)  
传播技术决定论评价····· 张 琛 (95)  
华北地区冬季中小学校服多功能创新设计研究·····  
····· 吴丽华, 曹新锋, 王 芳 (101)

# Main Contents

Exploration on the "Spiral" Course System Arrangement in Vocational Colleges.....	
.....	JIAO Li-jun (et.al) (1)
The Application of "Integrated Learning Design" in the Curriculum Reform of Travel Agency Planning and Operation in Higher Vocational Colleges under the Background of Region-wide Tourism .....	WANG Hong-yu (4)
On the Optimization of the Concept of Character-Core Thematic Teaching Idea and Design Thought .....	HAN Hong-wei (9)
On the Curriculum Design of Tax Specialty in Applied Undergraduate Universities——Taking Three Universities in Beijing, Shanghai and Nanjing for Example.....	
.....	LI Yong-gang (13)
Strategies for Improving the Quality of Cross-border E-commerce Talents Training——Based on the CIPP Evaluation Mode.....	LEI Yun (17)
The Summary of Research on Ideological and Political Education Models .....	
.....	QI Feng-hua (et.al) (25)
The Targeted Research On the Ideological and Political Theory Teaching in Colleges and Universities in the New Era .....	ZHAO Hui-xia (et.al) (29)
The Exploration on the Strategies of Chinese Traditional Culture Education in Higher Vocational Colleges .....	WANG You (33)
On the Experience of Curriculum Assessment and Evaluation of Waikato Institute of Technology in New Zealand.....	CUI Yan (36)
On the Optimization of Salary System of Private Enterprises in 40 Years of Reform and Openin.....	gMA Li-na (et.al) (41)
The Discussion on the Influence and Strategy of E-commerce Environment on Enterprise Cost Accounting.....	MA Jia-xin (48)

<b>On the Integration of Xingtai Characteristic Town Industry Under the Strategy of the Rural Revitalization</b> .....	<b>DONG Min (et.al) (51)</b>
<b>An Empirical Study on the Integration of Rural Tourism and Economy from the Perspective of Global Tourism</b> .....	<b>FANG Rong-hui (55)</b>
<b>On the Coordinated Management of the Beijing-Tianjin-Hebei Eco-environment based on the Bearing Capacity Evaluation</b> .....	<b>LI Li-hong (et.al) (59)</b>
<b>The Channel Strategy of the Market Growth Period of Hebei Yangyuan</b> .....	<b>WANG Jian-wen (64)</b>
<b>The Analysis and Research on the Problems of "The Last Mile of the City" in the Age of Big Data</b> .....	<b>ZHANG Jiang-xiao (et.al) (68)</b>
<b>The Analysis on the Long-term Development of School-enterprise Cooperation based on the Perspective of Market Failure and Government Intervention</b> .....	<b>DAI Chun-qian (et.al) (71)</b>
<b>On the Characteristics of Xu Heng's Neo-confucianism</b> .....	<b>WANG Su-mei (75)</b>
<b>On the Historical Evolution and Contemporary Value of Xingtai Humanistic Spirit</b> .....	<b>LI Xiang-chen (et.al) (80)</b>
<b>The Study of Overseas Transmission of Xingtai Local Culture Under the “One Belt and One Road” Background</b> .....	<b>LU Kui (et.al) (83)</b>
<b>On the Cultivation of Volunteers' Cross-Cultural Competence Under the Background of 2022 Winter Olympic Games</b> .....	<b>WANG Jin-huan (87)</b>
<b>The Exploration on Tourism Development of Tea Cultural Resources in Traditional Villages in Jintan</b> .....	<b>JIE Wei (91)</b>
<b>The Analysis of Communication Technology Determinism</b> .....	<b>ZHANG Chen (95)</b>
<b>On the Multi-functional Design of School Winter Uniforms in North China</b> .....	<b>WU Li-hua (et.al) (101)</b>

(英文编辑 马烁)