Research Article

Information Construction of Sports Tourism in Haikou City under the Background of Internet

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So far, there are few reports on the evaluation and analysis of sports tourism resources in Haikou by the combination of qualitative evaluation and quantitative evaluation. This paper comprehensively uses Delphi method, questionnaire survey method, analytic hierarchy process, mathematical statistics, and other research methods to take Haikou sports tourism resources as the research object. Through the field investigation of Haikou sports tourism resources, this paper comprehensively evaluates Haikou sports tourism resources by combining qualitative and quantitative evaluation methods, in order to improve and innovate the theoretical level of Haikou sports tourism resource evaluation and provide data support and practical basis for the development and utilization of sports tourism resources in Haikou. The evaluation results of sports tourism resources in Haikou are divided into four parts: advantages, disadvantages, opportunities, and challenges. It is considered that the advantage of sports tourism resources in Haikou is the scarcity of resources, unique charm, exciting events, and strong appreciation. The disadvantage is that the popularity of sports tourism resources in Haikou is low, and the suitable travel period is short. The opportunity is that the natural environmental conditions and the traditional sports characteristics of ethnic minorities are prominent, the cooperation with surrounding cities in sports tourism is deepened, and the tourist market potential is huge. The threat is that the market competition of homogeneous sports tourism products is fierce, the conditions of sports tourism human resources are poor, the publicity methods are old, and the development of local air transportation is backward.

1. Introduction

Sports tourism is a short-lived way of life for the purpose of participating in or watching sports activities, or with sports as the content. Sports tourism is a fitness method combining sports and tourism. It is the sum of all sports-related phenomena and relations caused by tourists in tourism and temporary stay [1]. Sports tourism originated in Britain at the end of the 19th century. At that time, Britain’s industrial output accounted for more than one-third of the world’s total. The British controlled the world’s economic lifeline and monopolized the world’s industry, trade, finance, and shipping. With strong industrial strength and vast colonial land, they were firmly in the top position of the world economy. At this time, sports tourism was born in economically prosperous England [2]. In the early 20th century, the second industrial revolution was completed in Europe, America, and Japan, and sports tourism gradually formed a certain scale all over the world. Nowadays, sports tourism industry has become one of the pillar industries in western developed countries [3]. According to an authoritative sports tourism survey report in Europe, it is estimated that tourism will account for 13% of the global GDP in 2020, and the sports tourism income of some countries will account for 30% of the income of the whole tourism industry. The next decade will be the golden period for the development of sports tourism [4, 5].

After the reform and opening up, the development of sports tourism in China has also ushered in spring. In the 1980s, corporate sports tourism organizations mushroomed in China. The holding of large-scale international events such as the “third five year plan” Hong Kong Beijing automobile rally and the Beijing International Marathon makes people aware of the political and economic functions of
sports tourism [6]. With the continuous development of sports tourism market, Chinese governments at all levels have issued a series of policies and industrial plans to further promote the coordinated development of sports industry and tourism, gradually realize the effective integration of sports tourism resources, and lay the foundation for the development of sports tourism [7].

At present, China has entered the decisive stage of building a well-off society in an all-round way. The income level of residents continued to grow, their leisure time increased, and their quality of life continued to improve. People’s diversified consumption demand for sports market and tourism market is growing, integrating and upgrading, and gradually forming a new economic growth point of sports tourism. The popularity, participation, and entertainment of sports tourism are consistent with the new ideas of people’s pursuit of leisure, sports, and health. It has gradually evolved into an embedded lifestyle, which is more and more respected by the public [8].

According to the calculation report of the National Tourism Administration in 2016, the average annual growth rate of China’s sports tourism industry is 30% ~40%, and the per capita daily consumption of sports tourism is 1420 yuan, which is 1.5 times that of traditional tourism. The 2017 sports tourism consumption report predicts that by 2020, the total number of sports tourism in China will reach 1 billion, accounting for 15% of the total number of tourists, and the total consumption scale of sports tourism will exceed 1 trillion yuan. China’s tourism industry is upgrading from traditional sightseeing to leisure and vacation. The rapid development trend of sports tourism in China can be seen, and the development prospect of sports tourism industry is huge [9].

Sports tourism has become a hot economic growth point, and the market demand for sports tourism resources is also rising rapidly. Sports tourism resources are the material carrier of sports tourism development. The rational development and utilization of sports tourism resources is to meet people’s travel demands [10]. Therefore, it is the general trend to scientifically develop sports tourism resources and continuously expand the scale of sports tourism market, which is also in line with the development of market economy. Therefore, it is of great practical value and practical significance for the development of sports tourism in China to deeply study the relevant theories of sports tourism resources and apply them to the actual development and production [11].

From 2013 to 2017, Haikou’s regional GDP increased steadily. In 2017, the city’s regional GDP reached 275.564 billion yuan, an increase of 11.25% over last year [12]. The output value of the tertiary industry has also increased year by year. In 2017, the proportion of the output value of the tertiary industry in Haikou’s regional GDP rose to 39.16% (see Figure 1), another record high. With the in-depth promotion of the supply side structural reform, the vitality of the city’s tertiary industry continues to release, showing a development trend of “stable and good.” The prosperity of the tertiary industry will inevitably directly promote the vigorous development of tourism [13]. As shown in Figure 2, there are many key tourism cities in Hainan Province, widely distributed, with the vigorous development of the Internet and the use of the network to carry out the informatization of the sports tourism industry in the province, improve the degree of network promotion of tourist destinations, build a recommendation method of tourist destinations, and improve the competitiveness and rating of corresponding tourist destinations in a targeted manner.

2. State of the Art

Bunn et al. [14] believe that sports tourism requires tourists to leave their place of residence within a certain period of time, taking leisure, fitness, and exploration as the main purpose of travel and appreciating or participating in sports activities as the main form. According to Table 1, the definition emphasizes that tourists need to leave their place and conforms to the purpose and motivation of sports tourists. Wardle et al. [15] believe that sports tourism is an activity process in which tourists go to other places in their spare time to enjoy sports activities in terms of appreciation and intelligence, so as to achieve the purposes of healthy life, improving physical quality and temper will, cultivate sentiment, and obtain physical and mental satisfaction. In this definition, the author believes that the prerequisite for sports tourism is leisure time, which reflects the leisure and enjoyment of sports tourism. Paár et al. [16] defined the term “sports tourism” in terms of destination and believed that its content is a tourism behavior that tourists leave their place of residence for nonprofit purposes and enter another region to participate in or observe sports activities. This definition emphasizes the need for sports tourists to “go out” and leave their families to experience sports tourism. Weidong [17] believes that sports tourism is an integrated service industry, which combines sports, entertainment, exploration, sightseeing, and other projects, and has professional characteristics. Combining sports tourism with industry, the concept of sports tourism is defined from the perspective of industry. Through summary, the research defines sports tourism as sports tourism as a whole belongs to the category of tourism. It is a leisure activity in the form of travel and sports as the main activity content; that is, the purpose of sports tourists is to participate in sports activities or watch sports competitions. It is the combination of travel and sports [18].

3. Methodology

3.1. Commonly Used Quantitative Evaluation and Analysis Methods of Tourism Resources

3.1.1. Technical Single Factor Quantitative Evaluation Analysis Method. In the process of evaluating tourism resources, the key typical factors should be considered, and the suitability evaluation should be carried out at the same time. This evaluation method requires a lot of technical indicators, which can only be used to evaluate natural resources or carry out special tourism activities, such as skiing, mountaineering, and swimming [19].
3.1.2. Comprehensive Multifactor Quantitative Evaluation Analysis Method. This paper is based on multi-factor consideration, modeling, and analysis, so as to evaluate tourism resources in an all-round way. The results are quantitative indicators, which can be compared horizontally, and the evaluation results are more accurate and objective. For example, Huang et al. and Wang [20, 21] conducted fuzzy clustering on the tourism resources of 11 townships and counties in Taining Town and evaluated the tourism resources in each district through the fuzzy clustering results. Sun Guangrong (2016) used analytic hierarchy process to evaluate the influencing factors of mass skiing tourism in Shandong Province.

3.2. Introduction to Analytic Hierarchy Process. Analytic hierarchy process (AHP) is a decision-making method proposed by American operations research scientist T.L. Saaty in the 1970s. This method is mainly used to solve the problems with uncertain factors of multifactors, multicriteria, and multischemes. The biggest advantage of analytic hierarchy process is that it can deal with the combination of qualitative and quantitative problems, pour the decision-makers’ subjective judgment and policy experience into the model, and quantify it.

Firstly, the complex decision-making problem is decomposed into objectives, criteria, schemes, and other levels, and then, the importance value of each component or variable is given by subjective judgment. Finally, it is comprehensively judged which layer or variable has the highest priority. For decision-makers, using analytic hierarchy process to select the best scheme or evaluate the project priority has become a common means.

3.2.1. Establish Hierarchical Structure Model. Firstly, the problem that needs decision-making is hierarchically and systematically decomposed into a hierarchical system model.
with organizational structure. Secondly, conduct a comprehensive investigation and analysis of these decomposed factors, clarify the internal logical relationship of each influencing factor, and divide it into several levels. The factors of the upper level play a dominant role in the factors of the lower level. Finally, a scientific hierarchical evaluation model is established.

3.2.2. Construct Judgment Matrix. After the construction of the index hierarchy system is completed, the subordinate relationship between the upper and lower level indicators is determined. For example, if the upper layer index \( u \) is used as the benchmark, then \( u \) has the dominant function over its lower layer indexes \( U_1, U_2, \ldots, U_N \).

Taking \( u \) as the target, \( U_i \), and \( U_j \) \((i, j = 1, 2, \ldots, n)\) represent factors, \( U_{ij} \) represents the relative importance value of \( U_1 \) to \( U_2 \), and \( U_{ij} \) forms the judgment matrix \( P \).

If the judgment matrix \( P \) satisfies the following characteristics:

\[
\begin{align*}
  u_{ij} &= 1, \\
  u_{ij} &= \frac{1}{u_{ji}}, \\
  U_{ij} &= \frac{U_{ik}}{U_{jk}}
\end{align*}
\]

Then, \( P \) is called the consistency matrix (Table 2).

3.2.3. Calculate Index Weight Value. The calculation of the eigenvector of the judgment matrix is based on the ranking results of the importance of the indicators by experts. The root square method is used for solution, and the specific formula is as follows:

(1) Calculate the element product of each row of the judgment matrix:

\[
M_i = \prod_{j=1}^{n} u_{ij}
\]

(2) Calculate the \( n \)th power root of \( M_i \):

\[
\bar{W}_i = \sqrt[n]{M_i}
\]

(3) Normalization:

\[
W_i = \frac{\bar{W}_i}{\sum_{j=1}^{n} W_j}
\]

(4) Weight of each index

3.2.4. Consistency Test. The survey data has certain complexity and subjectivity, so it is necessary to test the consistency of the judgment matrix to avoid too large deviation and ensure the rationality of the analysis results. The random one-time ratio \( CR \) value is used to measure whether the judgment matrix is consistent. If there is a random consistency ratio \( CR < 0.10 \), it is considered that the judgment matrix has satisfactory consistency; otherwise, it needs to be adjusted appropriately. The formula for calculating the random consistency ratio \( CR \) is as follows:

\[
CR = \frac{CI}{RI}
\]

where \( CI \) is the consistency index, which passes through the large value eigenvalue \( \lambda_{\text{Max}} \) and \( RI \) is a random consistency index (see Table 2 for the value).

Reasons for using analytic hierarchy process as research tool are as follows:

<table>
<thead>
<tr>
<th>Importance scale</th>
<th>Definition description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Indicates the comparison between two indicators. One indicator is as important as the other.</td>
</tr>
<tr>
<td>3</td>
<td>Indicates the comparison between two indicators. One indicator is slightly more important than the other.</td>
</tr>
<tr>
<td>5</td>
<td>Indicates the comparison between two indicators. One indicator is more important than the other.</td>
</tr>
<tr>
<td>7</td>
<td>Indicates the comparison between two indicators. One indicator is very important relative to another.</td>
</tr>
<tr>
<td>9</td>
<td>Indicates the comparison between two indicators. One indicator is absolutely important relative to the other.</td>
</tr>
<tr>
<td>2, 4, 6, 8</td>
<td>Intermediate value of the above adjacent judgment.</td>
</tr>
<tr>
<td>Reciprocal</td>
<td>Indicates the comparison ( u_{ij} ) between ( u_i ) and ( u_j ), then ( u_j ) and ( u_i ) are compared and judged ( u_{ij} = 1/u_{ji} ).</td>
</tr>
</tbody>
</table>

Table 1: Scale and meaning.

<table>
<thead>
<tr>
<th>Order</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>RI</td>
<td>0.00</td>
<td>0.00</td>
<td>0.52</td>
<td>0.89</td>
<td>1.12</td>
<td>1.26</td>
<td>1.36</td>
<td>1.41</td>
<td>1.46</td>
</tr>
</tbody>
</table>

Table 2: Values of random consistency index RI.
As an emerging industry, sports tourism does not have sufficient objective data, which makes the research lack of historical data and materials for reference. Analytic hierarchy process can be applied to solve uncertain decision-making problems, which meets the needs of this study.

Analytic hierarchy process can divide complex problems into systematic and clear hierarchical structure relations, find out the importance of elements at all levels through expert opinions, and draw the order of developing sports tourism resources, which is in line with the research purpose of this study.

Sports tourism is an interdisciplinary subject with certain complexity, which needs to be analyzed based on the consensus of all levels. Through the consistency test of analytic hierarchy process to identify whether the consensus at all levels is consistent, the research results are more objective.

### 3.3 Principle of Entropy Weight Method

Entropy is originally a thermodynamic concept, which is a measure to describe the degree of index variation. Shannon first introduced the concept of entropy into information theory and defined it as information entropy. Suppose that an index may be in $M$ different states, and the variation degree of each state is expressed in the form of probability in information theory, which are $p_1, p_2, \ldots, p_M$, respectively, then the entropy of the system is defined as:

$$\text{Entropy} = -\frac{1}{\ln M} \left( p_1 \ln p_1 + p_2 \ln p_2 + \cdots + p_M \ln p_M \right),$$  \(7\)

where “ln” represents the common logarithm. Obviously, the greater the degree of variation, the smaller the

Figure 3: Motivation of ST company consumers to participate in sports tourism.

Figure 4: Favorite types of sports travel companies.
entropy; the smaller the degree of variation, the greater the entropy. 

When

$$p_1 = p_2 = \cdots = p_M = \frac{1}{M}. \quad (8)$$

That is, when there is no variation in each state, the maximum entropy is 1. For t indexes, the entropy is calculated as $t = 1, 2, t$. Entropy et indicates the degree of variation of the index. The smaller the entropy te, the greater the degree of variation of the index, the more information it provides, and the greater its role in the comprehensive evaluation, the greater its weight should be. On the contrary, the larger the entropy et (i.e., the smaller the $1 - e_t$), the smaller the degree of variation of its index, the less information it provides, the smaller its role in the comprehensive evaluation, and the smaller its weight should be. $1 - e_t$ also needs to be standardized

$$w_t = \frac{1 - e_t}{(1 - e_1) + (1 - e_2) + \cdots + (1 - e_T)}. \quad (9)$$

Since $w_1 + w_2 + \cdots + w_T = 1$ (10) meets the weight conditions, the weight $W_t$ of each index is obtained at this time.

The weight determination method can be divided into subjective weighting method and objective weighting method. The subjective weighting method determines the weight according to the subjective importance of each index. The objective weighting method determines the weight according to the correlation or variation degree of each index. The advantage of entropy weight method is that it makes full use of the information characteristics of the index to calculate its weight, so it is an objective weight method.

All tables are statistically summarized and data processed to obtain the fuzzy evaluation matrix $R_1$ of $U_{11}$ and $U_{12}$:

$$R_1 = \begin{bmatrix} r_{11} & r_{12} & r_{13} & r_{14} & r_{15} \\ r_{21} & r_{22} & r_{23} & r_{24} & r_{25} \end{bmatrix}. \quad (10)$$

The importance of each indicator is its weight:

$$w_i = \frac{1 - e_i}{\sum (1 - e_i)}. \quad (11)$$

The U1 weight matrix can be determined as

$$A_1 = \begin{bmatrix} w_1 & w_2 \end{bmatrix} = \begin{bmatrix} 0.535 & 2 & 0.464 & 8 \end{bmatrix}. \quad (12)$$

Establish criteria layer evaluation matrix:

$$R = \begin{bmatrix} A_1 \bullet R_1 \\ A_2 \bullet R_2 \\ A_3 \bullet R_3 \end{bmatrix}. \quad (13)$$

The weight $a$ is obtained based on matrix $R$. The comprehensive evaluation vector of the target layer is determined. Since the maximum membership degree is 0.2763, which is in V2 level, the strategic evaluation of the

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**Figure 5:** Sports tourism types of ST company loved by consumers.
Figure 6: Evaluation index of sports tourism resources in Haikou City.
development of sports tourism resources in the city is “good,” which is in line with the actual situation.

3.4. Construction of Evaluation Index System of Sports Tourism Resources. The evaluation of sports tourism resources in Haikou City is to establish a comprehensive index that accurately and comprehensively reflects the sports tourism resources in Haikou City and determine the importance of the evaluation index by using the research method of combining qualitative and quantitative analysis, so as to formulate a scientific and reasonable evaluation system.

The construction of the evaluation index system of sports tourism resources in Haikou City is based on the characteristics of the evaluation object under the guidance of scientific theory. In the process of screening and determining the relevant indicators of sports tourism resources, we need to follow certain design principles to ensure the high quality of the index system. Based on the characteristics of the development and utilization of sports tourism resources and the purpose of formulating the evaluation index system, this paper believes that the following principles should be followed in the process of constructing the evaluation index system of sports tourism.

3.4.1. Scientific Principle. When formulating the evaluation index system of sports tourism in Haikou City, we must adhere to the guidance of scientific theory. As a directional guide, scientific theory can deepen the understanding of the evaluation of sports tourism resources. The evaluation index system of sports tourism resources based on scientific analysis is conducive to reflect the essential characteristics of sports tourism resources and promote the achievement of

Table 3: List of evaluation results of sports tourism resources in Haikou.

<table>
<thead>
<tr>
<th>Category</th>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advantage</td>
<td>Sports tourism resources are scarce</td>
</tr>
<tr>
<td>Inferiority</td>
<td>With the core attraction of event resources</td>
</tr>
<tr>
<td>Superior natural environment</td>
<td>The popularity of sports tourism is low</td>
</tr>
<tr>
<td>Opportunity</td>
<td>Outstanding national sports characteristics</td>
</tr>
<tr>
<td>Regional cooperation forms the cluster effect of sports tourism industry</td>
<td>The passenger flow increases year by year</td>
</tr>
<tr>
<td>Threaten</td>
<td>The quality of sports tourism practitioners is low</td>
</tr>
<tr>
<td>Outdated publicity methods</td>
<td>The competition of homogeneous sports tourism products is fierce</td>
</tr>
<tr>
<td>The development of air traffic is backward</td>
<td></td>
</tr>
</tbody>
</table>

Figure 7: Statistics of tourists received and total tourism consumption in Haikou from 2013 to 2017.

Table 3: List of evaluation results of sports tourism resources in Haikou.
the development goal of sports tourism resources. Therefore, following the scientific theoretical guidance is the first step of this study.

3.4.2. Principle of Consistency. The purpose of sports tourism resources evaluation is to better develop and utilize. In the process of selecting evaluation indicators, we should not only follow the characteristics of sports tourism resources but also reasonably screen according to the purpose of evaluation, so as to keep the consistency between the content and purpose of evaluation.

3.4.3. Principle of Comprehensiveness. The content and value of sports tourism resources involve various angles, latitudes, levels, aspects, forms, and connotations. In the selection of indicators, strive to maintain objectivity and integrity, and comprehensively consider them to ensure the comprehensiveness of the selection of indicators.

3.4.4. Principle of Representativeness. While taking into account the comprehensiveness, in order to make the evaluation of sports tourism resources practical and operable, the selected indicators must be representative. Only by grasping the key elements of evaluation events and looking for typical evaluation indicators that can reflect the characteristics of the mother can the evaluation work be carried out smoothly.

3.5. Analysis of Investigation. In order to master the perception of ST company’s consumers on their new media marketing situation, according to the relevant literatures (1) and (2), the “ST company sports tourism consumption demand questionnaire” is designed. The questionnaire includes three parts: the first part is the survey of consumer demographic characteristics, the second part is the survey of consumers’ preference for sports tourism, and the third part is the survey of consumers’ perception of new media marketing of sports tourism. The respondents are consumers who have participated in ST company’s sports tourism, aged between 18 and 55. All the questionnaires are online. The general manager of ST company sends the questionnaire star questionnaire link in its QQ group and WeChat group. The survey time is from April 25, 2021, to May 6, 2021. A total of 166 valid questionnaires were recovered.

As shown in Figure 3, the consumers of sports tourism mainly focus on relieving pressure and relaxing their body and mind, accounting for 79.52%. The motivation of enjoying nature and scenery accounted for 66.87%. The motivation of healthy exercise accounted for 48.8%. The motivation of pursuiting nature and healthy exercise. Pursuing harmonious social relations, promoting family relations, and meeting new groups are also more prominent. In pursuit of individual experience and spiritual pleasure, consumers pay more attention to trying new things and the embodiment of self-worth.

As shown in Figure 4, consumers’ preference for simple, easy, difficult, and other types of sports tourism also decreases in turn. For simple types of sports tourism, most people like it. Among them, the number of people who like vacation and leisure accounts for 86.14%, and there is little difference between the number of people who like parent-child tourism and camp tourism, accounting for 43.98% and 41.57%, respectively. For easy sports events and league construction and expansion, the number of favorite people accounted for 30.12% and 21.69%, respectively.

As shown in Figure 5, the more people like sports tourism, the more they like more difficult sports tourism, such as challenging projects such as snow mountain climbing, sports events, and group construction and expansion. Senior sports tourism enthusiasts pay more attention to physical quality and ability and experience different sports games, so as to obtain fresh and exciting experience and spiritual satisfaction beyond themselves.

4. Result Analysis and Discussion

4.1. Analysis on the Evaluation Results of Occurrence Conditions of Sports Tourism Resources. According to the method designed in the previous section, the evaluation indicators of sports tourism resources in Haikou City are selected, and the weights of the indicators at all levels are calculated according to the AHP method, and the results shown in Figure 6 are obtained.

The weight coefficient obtained by the occurrence conditions of sports tourism resources is 0.1949, and the comprehensive score value is 1.4545. This data is in the middle of the hierarchy, indicating that the existing environment of sports tourism resources in Haikou still has room for improvement and development.

The weight indexes of natural environment conditions and human environment conditions of sports tourism resources are 0.0928 and 0.0773, respectively. The weight coefficients of the two indexes rank higher in the hierarchy. Therefore, when investigating and developing the occurrence conditions of sports tourism resources in Haikou City, we should focus on the natural environment and human environment.

The environmental quality score of sports tourism resources is 8.28, and the evaluation level is very high. The weather quality of Haikou City in 2017 was monitored for 365 days, the number of days with first-class excellent ambient air quality index (AQI) was 261, the number of days with second-class good was 91, and the number of days with super second class was 13 (severe pollution for 3 days). The excellent rate of ambient air quality (the number of days with AQI ≤ 100) was 96.4%. The average concentrations of sulfur dioxide (SO2), nitrogen dioxide (NO2), inhalable particulate matter (PM10), and fine particulate matter (PM2.5) in the city were 6, respectively, μg/m³, 12 μg/m³, 37 μg/m³, and 20 μg/m³. The 24-hour average 95th percentile of carbon monoxide (CO) was 0.8 mg/m³, and the daily maximum 8-hour average 90th percentile of ozone (O3) was 127 μg/m³.
Haikou ranked first among 74 cities in Beijing Tianjin Hebei, Yangtze River Delta, Pearl River Delta, municipalities directly under the central government, provincial capitals and cities specifically designated in the state plan that have implemented the new air quality standards announced by the Ministry of Environmental Protection.

In terms of water environment quality, the standard rate of all kinds of water quality in Haikou is 100%, and the water environment quality continues to maintain a good level. In terms of ecological environment, Haikou has a forest coverage rate of 65.02%, which has been rated as “National Forest City” as early as 2012. The greening coverage rate of urban built-up areas reached 43.94%, and 5 nature reserves were established. On the whole, the natural environment of Haikou is very superior.

4.2. Analysis on the Evaluation Results of the Feasibility Condition Level of Sports Tourism Development. The weight coefficient obtained by the feasibility conditions of sports tourism development is 0.2461, the comprehensive evaluation value is 1.7311, and the numerical level is higher, indicating that the exploitable conditions of sports tourism resources are the advantages of sports tourism resource development in Haikou City.

The development benefit weight of sports tourism resources is 0.1208, which is the highest weight value of this layer, indicating that the development benefit of resources should be given priority in the development of sports tourism resources.

The customer market score is 8.27, and the rating is excellent. From 2013 to 2017, the number of tourists and total tourism consumption in Haikou continued to grow year by year (see Figure 7). The 13th five-year development plan of Haikou Tourism Industry issued by Haikou Municipal People’s Government is aimed at reaching 40 million domestic tourists in 2020. By 2017, Haikou had received 40.3882 million tourists, including 40.1878 million domestic tourists, with a year-on-year increase of 21.79%. The 13th five-year plan goal was completed ahead of schedule. The continuous increase of tourist sources in Haikou has promoted the continuous growth of the number of local sports tourists, and the development momentum of tourist source market is very good.

From the above analysis of the evaluation results of sports tourism resources in Haikou City, it is considered that it has certain resource advantages and disadvantages that can not be ignored. As far as the external environment is concerned, there are both development opportunities and potential threats. The evaluation results of sports tourism resources in Haikou are summarized in Table 3 one by one.

5. Conclusion

Nowadays, sports tourism has become a new embedded lifestyle. Sports tourism projects and sports tourism products based on sports tourism resources are being continuously developed and constructed. During the transformation of Haikou from an old industrialized city to a vibrant sports capital, the development value and utilization potential of sports tourism resources play an important role. This paper uses the analytic hierarchy process to evaluate the sports tourism resources of Haikou City and draws the following conclusions:

(1) The evaluation system for sports tourism resources in Haikou City is established. The evaluation system is composed of target layer and index layer. The index layer includes evaluation comprehensive layer, evaluation project layer, and evaluation factor layer. The comprehensive evaluation layer consists of four indicators: the attraction conditions of sports tourism resources, the occurrence conditions of sports tourism resources, the social resource conditions of sports tourism, and the feasibility conditions of the development of sports tourism resources. The evaluation item layer consists of 14 indexes, such as the appreciation of sports tourism resources and the experience of sports tourism. The evaluation factor layer consists of 46 indicators such as popularity and fierce confrontation

(2) The weight coefficient of evaluation index is obtained by expert opinion survey and analytic hierarchy process. The weight and influence of the four indicators in the comprehensive evaluation layer are ranked as follows: the attraction conditions of sports tourism resources (0.3836) > the feasibility conditions of sports tourism resource development (0.2461) > the occurrence conditions of sports tourism resources (0.1949) > the social resource conditions of sports tourism (0.1754). The weight and influence of 14 indicators at the evaluation project level are ranked as follows: appreciation of sports tourism resources (0.1764) > experience of sports tourism (0.1443) > development benefits of sports tourism resources (0.1208) > natural environmental conditions of sports tourism resources (0.0928) > human environmental conditions of sports tourism resources (0.0773) > human resources conditions of sports tourism (0.073) > market conditions of sports tourism resource development (0.0701) > plasticity of sports tourism resources (0.0629) > financial resources conditions of sports tourism (0.0611) > location conditions of sports tourism resource development (0.0382) > sports tourism management service conditions (0.0283) > sports tourism resource endowment conditions (0.0248) > engineering conditions of sports tourism resource development (0.017) > sports tourism information publicity conditions (0.013). In the development of sports tourism resources in Haikou City, it can be considered according to the order of index weight coefficient, and the index with large weight coefficient should be given priority

(3) The analytic hierarchy process evaluation results of sports tourism resources in Haikou are subdivided into four dimensions: advantages, disadvantages,
opportunities, and threats. (1) In terms of advantages, sports tourism resources in Haikou are scarce. It has the core attraction of event resources. (2) In terms of disadvantages: the popularity of sports tourism resources in Haikou is low. The competition cycle is long, and the suitable travel period is short. (3) In terms of opportunities: the natural environmental conditions of sports tourism resources in Haikou are superior. The characteristics and advantages of traditional sports of ethnic minorities are prominent. The number of tourists increases year by year. The cooperation of regional sports tourism is deepened, and a golden tourism circle of “Ning GUI Liu” is formed. (4) In terms of threats: the quality of sports tourism practitioners is low. The way of sports tourism publicity is old. The competition of homogeneous sports tourism products is fierce. The development of air traffic is backward.

Data Availability
The figures and tables used to support the findings of this study are included in the article.

Conflicts of Interest
The author declares that there are no conflicts of interest.

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