Research on Hainan Sports Tourism Experience Behavior Based on the Influence of Network Text

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Abstract: This study focuses on the influence of online texts on Hainan's sports tourism experience behavior, aiming to explore the specific impact of online texts on Hainan's sports tourism experience behavior and provide a reference for promoting the development of Hainan's sports tourism. The study used methods such as text analysis to collect and analyze textual content related to Hainan sports tourism on the Internet. The research results indicate that online text has a significant impact on tourists' travel decisions, destination selection, participation in sports events, and experience satisfaction. Positive online text can attract more tourists, while negative text may cause tourists to hesitate or give up. The research conclusion is that online text significantly affects the experience behavior of sports tourism in Hainan. Relevant departments and enterprises should attach importance to the role of online text, actively manage and guide online public opinion, improve service quality and tourist experience, and promote the sustainable development of sports tourism in Hainan.

Keywords: Online text; Sports tourism; Experience behavior

1. Introduction

Sports tourism, as an emerging form of tourism, has received increasing attention and love from people. Hainan, with its unique natural environment and abundant sports tourism resources, has become one of the popular destinations for domestic sports tourism. At the same time, with the wide application of the Internet, online texts such as tourist comments, travel notes, blogs, and so on. have become an important channel for people to obtain tourism information and share tourism experiences [1]. These online texts not only reflect tourists' travel behavior and experience but also have a significant impact on the travel decisions of other potential tourists. This study aims to analyze online texts to gain a deeper understanding of the characteristics and patterns of sports tourism experience behavior in Hainan, and to reveal the impact mechanism of online texts on sports tourism experience behavior in Hainan, providing a scientific basis and practical guidance for the development of sports tourism in Hainan [2].

2. Research significance

2.2. Theoretical significance

Enriching the perspective of tourism research, traditional sports tourism research often focuses on the supply side, such as tourism resource development and sports event hosting, while research based on the influence of online texts starts from the perspective of tourists' experience and perception, paying attention to the shaping and influence of online texts on tourists' sports tourism experience behavior. This provides new perspectives and ideas for the study of sports tourism, which helps to comprehensively understand the phenomenon of sports tourism. By improving the theoretical system of tourism and analyzing online texts, researchers can gain a deeper understanding of the needs, expectations, feelings, and behavioral patterns of tourists in Hainan's sports tourism process, thereby providing richer empirical evidence for the theoretical system of sports tourism. This is of great significance for further improving the theoretical framework of sports tourism and deepening the understanding of the essence of sports tourism. Innovative research methods, rich and diverse sources of online text data, and real-time nature, utilizing online text analysis methods to study Hainan sports tourism experience behavior can break through the limitations of traditional research methods in terms of sample size, timeliness, and authenticity. This innovative research method provides new tools and means for tourism research, which helps to promote the continuous development of tourism research methods [3].

2.2. The significance at the practical level

To assist in the precise marketing of Hainan sports tourism, online texts contain information such as tourists' evaluations, feedback, and suggestions on Hainan sports tourism. By analyzing these texts, tourism practitioners can understand the interests, concerns, and needs of different tourist groups towards Hainan sports tourism, and thus develop targeted marketing strategies to improve marketing effectiveness and market competitiveness. For example, according to online text analysis, it has been found that young tourists are more interested in exciting water sports projects, so tourism companies can increase their promotion and publicity efforts for such projects. To improve the service quality of sports tourism in Hainan, tourists' evaluations and complaints about the service quality, facilities and equipment, safety guarantee, and other aspects of sports tourism in Hainan through online texts provide valuable improvement suggestions for tourism enterprises. By studying these texts, tourism enterprises can promptly identify their problems and take corresponding measures to improve, thereby enhancing the service quality and tourist satisfaction of Hainan sports tourism. To promote product innovation in Hainan's sports tourism, online texts reflect tourists' diverse demands and innovative expectations for Hainan's sports tourism products. By analyzing these needs and expectations, tourism enterprises can develop sports tourism products that better meet market demand, such as distinctive sports tourism routes, themed sports tourism activities, and so on, enriching the product system of Hainan sports tourism and enhancing its attractiveness. Promoting the sustainable development of sports tourism in Hainan, the discussion on the impact of Hainan sports tourism on the environment, social culture, and other aspects in online texts can help attract the attention of relevant departments and enterprises. In the process of developing Hainan sports tourism, the industry can fully consider the problems and suggestions reflected in online texts, take corresponding measures, and achieve the coordinated development of economic, social, and environmental benefits of Hainan sports tourism [4].

2.3. Social significance

Research results based on online texts can be disseminated through various channels, allowing more people to understand the charm and value of sports tourism in Hainan, thereby enhancing people's awareness of sports

tourism and promoting the popularization and upgrading of sports tourism consumption. Promoting cultural exchange and dissemination, Hainan sports tourism has rich cultural connotations. Through the dissemination of online texts, more people can understand Hainan's ethnic culture, sports culture, and regional culture, promote cultural exchange and dissemination, and enhance national cohesion and cultural confidence. The development of sports tourism in Hainan can drive the development of related industries such as transportation, catering, accommodation, and shopping, increase employment opportunities, and promote local economic prosperity. Research based on the influence of online texts can provide a scientific basis and decision support for the development of sports tourism in Hainan, further promoting the coordinated development of related industries.

3. Sports tourism experience behavior

3.1. The concept and connotation of sports tourism experience

Sports tourism experience refers to the physiological, psychological, and emotional reactions that tourists experience during the process of participating in sports tourism activities, including a sense of participation in sports activities, feelings towards the natural environment, and experiences of the cultural atmosphere.

3.2. The influencing factors of sports tourism experience behavior

Personal factors (such as age, gender, interests, physical fitness, and so so), social factors (such as family, friends, social culture, and so on), and tourism destination factors (such as sports tourism resources, tourism service facilities, tourism promotion, and so on) can all have an impact on sports tourism experience behavior.

3.3. Research methods for sports tourism experience behavior

This mainly includes methods such as questionnaire surveys, interviews, observations, and case analysis. In recent years, with the development of big data and text analysis technology, network text analysis has gradually become one of the important methods for studying sports tourism experience behavior.

4. Research on online text and tourism behavior

4.1. Types and characteristics of online text

Online texts include tourist comments, travelogues, blogs, social media posts, and so on, which have the characteristics of rich content, diverse forms, rapid dissemination, and strong interactivity.

4.2. The impact of online text on tourism behavior

Online text can provide tourists with travel information, shape the image of tourist destinations, and influence their travel decisions and behaviors.

4.3. The application of network text analysis in tourism research

Network text analysis can be used for research on tourism destination image, tourist satisfaction, and tourism market segmentation, providing new data sources and research methods for tourism research.

5. Research on Hainan sports tourism

5.1. The development status and characteristics of sports tourism in Hainan

Hainan has abundant sports tourism resources, including various types such as marine sports tourism, mountain sports tourism, golf tourism, and so on, with unique natural environment and cultural characteristics.

5.2. The development issues and challenges of sports tourism in Hainan

The main issues include homogenization of tourism products, low service quality, inadequate infrastructure, and insufficient promotion and publicity efforts.

5.3. Development strategies and suggestions for Hainan sports tourism

Suggestions and strategies have been put forward to strengthen innovation in tourism products, improve service quality, enhance infrastructure, and increase publicity and promotion efforts.

6. Research methods

6.1. Literature research method

Collect theoretical materials and extensively gather academic literature, research reports, policy documents, and others on sports tourism, tourism experience behavior, and online text analysis both domestically and internationally. By reviewing this literature, researchers aim to understand the relevant theories and research status of sports tourism experience behavior, as well as the application of online texts in tourism research, to provide a theoretical basis and reference for future research. For example, by consulting literature to clarify the constituent elements, influencing factors, and characteristics of different types of sports tourism projects in sports tourism experience. Organize relevant information on Hainan and collect literature on Hainan's sports tourism, including information on Hainan's sports tourism resources, development status, policy support, existing sports tourism projects, and other aspects. This helps to gain a deeper understanding of the background and characteristics of sports tourism in Hainan, providing specific research objects and contextual information for the study.

6.2. Network text analysis method

Data collection: Select representative online platforms such as travel forums, social media platforms (such as Weibo and Xiaohongshu), and online travel review websites (such as Mafengwo and Ctrip) to collect textual data related to sports tourism in Hainan. Researchers can use web crawling tools or related data collection software to capture data according to set keywords (such as "Hainan sports tourism", "Hainan diving experience", "Hainan cycling trip", etc.), and obtain a large amount of textual information such as tourist comments, travelogues, and shares.

Text preprocessing refers to the preprocessing of collected network text, including removing duplicate text, cleaning up invalid characters (such as advertising information, garbled characters, etc.), and word segmentation processing. Natural language processing techniques and related text analysis tools can be used to transform text into an analyzable form for further in-depth research.

Content analysis, using content analysis methods to conduct in-depth analysis of preprocessed network text. Corresponding coding systems and classification standards can be developed based on research objectives and problems to encode and classify text content. For example, analyzing tourists' experience evaluations, emotional tendencies (positive, negative, or neutral), key concerns (such as project safety, service quality, price, etc.),

expectations, and suggestions for Hainan sports tourism projects. By analyzing a large amount of online text, the characteristics and patterns of tourists' experiential behavior during sports tourism in Hainan can be summarized.

6.3. Questionnaire survey method

Design a targeted survey questionnaire based on the research objectives and the results of online text analysis. The questionnaire content can include personal information of tourists (such as age, gender, occupation, education level, etc.), experiences of participating in Hainan sports tourism (such as projects, frequency, time, etc.), cognition and expectations of Hainan sports tourism, experience and feelings during Hainan sports tourism (such as satisfaction, experience value, etc.), and the influence of online texts on their decision-making. The survey questionnaire can be distributed through a combination of online and offline methods. The questionnaire can be sent to potential survey respondents through online platforms, email, and other means; while offline questionnaires can be distributed at sports tourism attractions, hotels, travel agencies, and other places in Hainan. In the process of data collection, attention should be paid to ensuring the representativeness and randomness of the samples to improve the reliability and effectiveness of the survey results. For data analysis of the collected survey questionnaires, statistical analysis software (such as SPSS) can be used to perform descriptive statistical analysis, correlation analysis, factor analysis, and so on to understand the relationship and degree of influence between different factors.

6.4. Interview method

Select representative tourists, tourism practitioners, experts, and scholars as interviewees. Tourists can include people of different ages, genders, professions, and regions to understand their experiences and opinions on sports tourism in Hainan. Tourism practitioners can include travel agency staff, sports tourism project operators, tour guides, and others. They have a deep understanding of the current development status and existing problems of sports tourism in Hainan. Experts and scholars can provide professional theoretical support and suggestions for research. Design corresponding interview outlines based on the different interviewees. The interview outline should include open-ended and closed-ended questions to gain a deeper understanding of the interviewee's perspectives, experiences, and suggestions. Interviews can be conducted through face-to-face interviews, telephone interviews, video interviews, and other methods. During the interview process, it is important to maintain a good communication atmosphere, respect the opinions and viewpoints of the interviewee, and promptly record the interview content. After the interview, organize and analyze the interview content and extract valuable information and viewpoints.

6.5. Case analysis method

Select representative sports tourism projects or scenic spots in Hainan as case studies for in-depth analysis. For example, researchers can choose Hainan's island cycling events, diving tourism projects, golf tourism projects, and so on, which have high popularity and influence in Hainan's sports tourism. Collect detailed information about the case project through on-site research, interviews, and literature review, including the project's development history, operational model, market positioning, tourist participation, online text evaluation, and other aspects. Conduct an in-depth analysis of the collected case materials, and explore the successful experiences and existing problems of the case project.

7. Results and analysis

7.1. Motivation of Hainan sports tourism in online text

Many tourists choose Hainan sports tourism for the pursuit of health and relaxation, by participating in sports activities to exercise, relieve stress, and relax their mood. Some tourists are attracted by Hainan's unique sports tourism projects, such as diving, surfing, paragliding, and so on, hoping to experience the feeling of novelty and excitement. Some tourists hope to get close to nature and experience the cultural atmosphere of Hainan through sports tourism, such as practicing yoga at the seaside and participating in traditional Li ethnic sports activities.

7.2. Expectations of Hainan sports tourism in online texts

High-quality sports tourism products and services are expected to be enjoyed by tourists in Hainan, including professional coaching guidance, comprehensive facilities and equipment, and safety measures. Tourists love that Hainan has a beautiful natural environment and strong cultural atmosphere, and can enjoy the beautiful scenery and feel unique cultural charm during the tourism process. Tourists expect to have a pleasant travel experience and memories in Hainan, including enjoyable travel experiences, unforgettable sports activities, and good interpersonal relationships.

7.3. Hainan sports tourism experience in online text

Tourists have a high evaluation of the sports experience in Hainan, believing that the sports activities are rich, diverse, interesting, and challenging, which can meet the needs of different tourists. Tourists are also very satisfied with the natural environment experience in Hainan, considering its beautiful beaches, clear waters, and fresh air to be an ideal place for sports tourism. Cultural atmosphere experience, some tourists have a profound experience of Hainan's cultural atmosphere, believing that Hainan's Li culture, marine culture, and other unique charms can add more cultural connotations to sports tourism.

7.4. Evaluation of Hainan sports tourism in online text

Overall, tourists have a high level of satisfaction with sports tourism in Hainan, believing that the quality of sports tourism products and services in Hainan is good, the natural environment is beautiful, and the cultural atmosphere is strong. Tourists have also raised some issues and suggestions, such as homogenization of tourism products, low service quality, incomplete infrastructure, and insufficient promotion efforts. They hope that Hainan can further strengthen tourism product innovation, improve service quality, perfect infrastructure, and increase promotion efforts.

7.5. The impact mechanism of online text on Hainan sports tourism experience behavior

The online text provides tourists with rich tourism information, including sports tourism projects, tourism destinations, tourism strategies, and so on, which affects tourists' tourism decisions and choices. Online texts shape the image of Hainan sports tourism, influencing tourists' expectations and expectations, and thus influencing tourists' travel experience and evaluation. Emotional resonance and behavioral guidance, emotional expression, and experience sharing in online texts can evoke emotional resonance among other tourists, stimulate their travel interests and behaviors, and form a behavioral guidance and demonstration effect.

8. Conclusion and suggestions

8.1. Conclusion

This study analyzed online texts to gain a deeper understanding of their impact on Hainan's sports tourism experience behavior. The research results indicate that online text plays an important role in tourists' tourism decision-making, expectation formation, experience evaluation, and other aspects. Tourists obtain tourism information, understand the image of tourist destinations, and form tourism expectations through online text. During the tourism process, they share their experiences and feelings through online text, which influences the behavior of other tourists. At the same time, online texts also provide valuable references for the development of sports tourism in Hainan. Hainan should fully utilize the advantages of online texts, strengthen tourism product innovation, improve service quality, improve infrastructure, increase publicity and promotion efforts, and enhance the quality and attractiveness of Hainan's sports tourism.

8.2. Suggestion

Strengthen online marketing and promotion, utilize online platforms and social media to enhance the publicity and promotion of Hainan sports tourism, and improve the visibility and reputation of Hainan sports tourism. More tourists can be attracted to Hainan for sports tourism by creating exquisite tourism promotional videos, conducting online marketing activities, and inviting travel experts to experience. Based on the needs and expectations of tourists, optimize Hainan sports tourism products and services, and improve the quality and competitiveness of tourism products. The industry can strengthen the innovation of tourism products and develop more distinctive and attractive sports tourism projects to improve the quality of tourism services, strengthen the training and management of tourism practitioners, and provide tourists with better quality services. Improve infrastructure construction, strengthen the construction of sports tourism infrastructure in Hainan, and enhance tourism reception capacity and service level. Efforts can be made to increase the construction and renovation of sports venues, tourist attractions, transportation facilities, and so on, to provide tourists with a more convenient and comfortable tourism environment. Strengthen tourism supervision and service guarantee, enhance supervision of the Hainan sports tourism market, standardize the business behavior of tourism enterprises, and safeguard the legitimate rights and interests of tourists. The industry can establish a sound mechanism for handling tourism complaints, strengthen tourism safety management, and improve the supervision of tourism service quality to provide tourists with safer and more reliable tourism service guarantees. Encourage tourists to participate and interact, encourage them to share their travel experiences and feelings online, and strengthen interaction and communication among tourists. By establishing tourism reward mechanisms and organizing tourism experience-sharing activities, the industry can stimulate tourists' enthusiasm and initiative to participate, and create a good tourism atmosphere and reputation effect. Online text has a significant impact on the experience of sports tourism in Hainan. Hainan should fully utilize the advantages of online text to strengthen tourism marketing and promotion, optimize tourism products and services, improve infrastructure construction, strengthen tourism supervision and service guarantees, encourage tourist participation and interaction, enhance the quality and attractiveness of Hainan sports tourism, and promote its sustainable development.

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The authors declare no conflict of interest.

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