**Table S1.** Initial assessment of attractions and quantification of indicators

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Norm**  **place of interest (tourism)** | **Ticket** | **Motivation** | **Distance** | **Comfort** | **Degree of congestion** | **Accommodation** |
| The Potala Palace | 85.23 | 92.17 | 75.99 | 77.92 | 68.34 | 72.88 |
| Namtso Lake | 70.15 | 95.67 | 82.57 | 82.44 | 69.18 | 75.31 |
| The Jokhang Temple | 60.92 | 91.13 | 78.91 | 79.67 | 72.55 | 80.4 |
| Yamdrok Yumtso | 78.29 | 93.84 | 90.47 | 83.15 | 66.71 | 74.97 |
| Bartsuncuo | 73.34 | 88.76 | 85.34 | 87.12 | 63.99 | 70.25 |
| Migdui glacier | 55.47 | 90.32 | 91.72 | 81.49 | 60.1 | 68.28 |
| Mount Qomolangma | 90.78 | 99.45 | 92.16 | 76.83 | 59.55 | 62.99 |
| Kangrinboqe | 68.64 | 89.12 | 96.85 | 73.84 | 67.5 | 69.29 |
| Norbu Lingka | 72.09 | 83.52 | 80.23 | 85.17 | 64.63 | 78.36 |
| Yarlung Zangbo Daxiagu | 77.18 | 94.25 | 98.772 | 86.88 | 58.77 | 71.64 |