**Table S6.** Evaluation matrix for the indicators of the attraction

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Norm: place of interest (tourism)** | **Ticket** | **Motivation** | **Distance** | **Comfort** | **Degree of congestion** | **Accommodation** |
| The Potala Palace | 0.0248 | 0.0159 | 0.0368 | 0.0084 | 0.0096 | 0.0139 |
| Namtso Lake | 0.0128 | 0.0223 | 0.0261 | 0.0177 | 0.0077 | 0.0173 |
| The Jokhang Temple | 0.0058 | 0.0140 | 0.0321 | 0.0119 | 0.0000 | 0.0245 |
| Yamdrok Yumtso | 0.0192 | 0.0189 | 0.0134 | 0.0190 | 0.0133 | 0.0168 |
| Bartsuncuo | 0.0152 | 0.0096 | 0.0217 | 0.0272 | 0.0195 | 0.0102 |
| Migdui glacier | 0.0000 | 0.0125 | 0.0114 | 0.0157 | 0.0284 | 0.0074 |
| Mount Qomolangma | 0.0682 | 0.0293 | 0.0107 | 0.0061 | 0.0296 | 0.0000 |
| Kangrinboqe | 0.0117 | 0.0103 | 0.0031 | 0.0000 | 0.0115 | 0.0089 |
| Norbu Lingka | 0.0141 | 0.0000 | 0.0300 | 0.0233 | 0.0180 | 0.0216 |
| Yarlung Zangbo Daxiagu | 0.0184 | 0.0197 | 0.0000 | 0.0267 | 0.0314 | 0.0122 |