Supplementary Material

*Supplementary Table 1. Reliability and validity of measurement scales in preresearch*

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| Scales | Extracting | Mean | Items-total correlation |
| Measurement scale of environmental responsible behaviours (KMO=. 831 a=.867) | | | |
| Do not disturb the plants | .818 | 4.200 | .534 |
| Do not feed animals | .810 | 4.433 | .434 |
| Keep clean and tidy | .703 | 4.333 | .549 |
| Actively avoid scenic spots that need ecological restoration | .640 | 4.300 | .523 |
| Respect local customs | .852 | 3.337 | .567 |
| Prevent others from disturbing the environment | .915 | 3.433 | .525 |
| Actively collect rubbish found on the ground | .640 | 3.567 | .541 |
| Respect the life of local residents | .841 | 3.467 | .615 |
| Pay attention to the quality of the environment in the reserve | .678 | 4.133 | .557 |
| Worry about environmental damage in the reserve | .825 | 4.333 | .566 |
| Pay attention to the official attitude in the reserve | .803 | 4.100 | .606 |
| Worry about the loss of biodiversity in the reserve | .782 | 4.333 | .555 |
| Measurement scale of experience (KMO=.717 a= .907) | | | |
| Numerous animals and plants | .898 | 3.900 |  |
| Fresh air | .685 | 4.733 | .492 |
| Good water quality | .765 | 4.700 | .679 |
| Picturesque scenery | .785 | 4.733 | .685 |
| Comfortable climate | .625 | 4.400 | .567 |
| Overall Landscape Coordination | .637 | 4.500 | .606 |
| Overall environmental comfort | .635 | 4.467 | .691 |
| Feel happy | .837 | 4.400 | .804 |
| Feel relaxed | .682 | 4.433 | .641 |
| Escape everyday stress | .961 | 4.067 | .543 |
| Inspire personal ethics | .794 | 4.033 | .681 |
| Raise personal environmental awareness | .862 | 4.167 | . 726 |
| Correct some behaviours | .801 | 3.933 | .795 |
| Re-examine one's behaviours | .758 | 4.133 | . 679 |

*Supplementary Table2. The difference between 2017 and 2018 data*

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Indicators |  | [Levene’s Test for Equality of Variances](http://www.baidu.com/link?url=57aywD0Q6WTnl7XKbIHuE8b-omKc3ap2x5EsTpVbV6AAYPbEM0D2-y7J093ezJ4W2ZHdLPgR8eI8usVcDDv7OK) | | T-test for Equality of Means | | | | | | |
|  |  |  |  |  |  |  |  | 95% confidence interval | |
|  | F | Sig. | t | DF | Sig.（double tail） | Mean difference | SE difference | Upper limit | Lower limit |
| Fresh air | Assuming equal variances | .082 | .775 | -.235 | 680 | .814 | -.013 | .05484 | -.12056 | .09481 |
| Don't assume equal variances |  |  | -.232 | 192.072 | .817 | -.013 | .05543 | -.12220 | .09645 |
| Good water quality | Assuming equal variances | 6.029 | .014 | -1.472 | 680 | .141 | -.081 | .05518 | -.18959 | .02711 |
| Don't assume equal variances |  |  | -1.548 | 206.592 | .123 | -.081 | .05249 | -.18473 | .02225 |
| Picturesque scenery | Assuming equal variances | 11.311 | .001 | -1.885 | 680 | .060 | -.103 | .05437 | -.20926 | .00425 |
| Don't assume equal variances |  |  | -2.044 | 215.362 | .042 | -.103 | .05014 | -.20134 | -.00368 |
| Overall Landscape Coordination | Assuming equal variances | .081 | .777 | -.561 | 680 | .575 | -.035 | .06279 | -.15849 | .08809 |
| Don't assume equal variances |  |  | -.543 | 187.818 | .587 | -.035 | .06478 | -.16298 | .09258 |
| Comfortable climate | Assuming equal variances | .035 | .851 | -.395 | 680 | .693 | -.030 | .07564 | -.17842 | .11861 |
| Don't assume equal variances |  |  | -.386 | 189.425 | .700 | -.030 | .07741 | -.18260 | .12279 |
| Overall environmental comfort | Assuming equal variances | .223 | .637 | -.796 | 680 | .426 | -.0557 | .06993 | -.19298 | .08161 |
| Don't assume equal variances |  |  | -.796 | 194.310 | .427 | -.0557 | .06995 | -.19365 | .08227 |
| Numerous animals and plants Fresh air | Assuming equal variances | .164 | .686 | -.367 | 680 | .714 | -.035 | .09439 | -.21995 | .15072 |
| Don't assume equal variances |  |  | -.359 | 189.713 | .720 | -.035 | .09647 | -.22490 | .15567 |
| Re-examine one's behaviours | Assuming equal variances | 2.610 | .107 | -1.419 | 680 | .156 | -.137 | .09642 | -.32611 | .05253 |
| Don't assume equal variances |  |  | -1.504 | 208.901 | .134 | -.137 | .09094 | -.31607 | .04249 |
| Feel happy | Assuming equal variances | 5.265 | .022 | -1.132 | 680 | .258 | -.082 | .07199 | -.22288 | .05983 |
| Don't assume equal variances |  |  | -1.245 | 219.516 | .215 | -.082 | .06550 | -.21061 | .04756 |
| Escape everyday stress | Assuming equal variances | .761 | .383 | .166 | 680 | .868 | .013 | .07832 | -.14080 | .16677 |
| Don't assume equal variances |  |  | .159 | 185.425 | .874 | .013 | .08179 | -.14836 | .17434 |
| Feel relaxed | Assuming equal variances | 5.142 | .024 | -1.566 | 680 | .118 | -.107 | .06821 | -.24075 | .02710 |
| Don't assume equal variances |  |  | -1.708 | 217.070 | .089 | -.107 | .06255 | -.23010 | .01645 |
| Inspire personal ethics | Assuming equal variances | .744 | .389 | -1.388 | 680 | .166 | -.116 | .08381 | -.28086 | .04825 |
| Don't assume equal variances |  |  | -1.445 | 204.036 | .150 | -.116 | .08050 | -.27503 | .04242 |
| Raise personal environmental awareness | Assuming equal variances | 1.545 | .214 | -2.295 | 680 | .022 | -.191 | .08336 | -.35501 | -.02765 |
| Don't assume equal variances |  |  | -2.341 | 198.927 | .020 | -.191 | .08174 | -.35252 | -.03014 |
| Correct some behaviours | Assuming equal variances | 2.202 | .138 | -1.625 | 680 | .105 | -.171 | .10515 | -.37727 | .03563 |
| Don't assume equal variances |  |  | -1.724 | 209.161 | .086 | -.171 | .09908 | -.36614 | .02450 |
| Do not disturb the plants | Assuming equal variances | .578 | .447 | -.589 | 680 | .556 | -.049 | .08390 | -.21418 | .11529 |
| Don't assume equal variances |  |  | -.609 | 202.195 | .543 | -.049 | .08118 | -.20951 | .11062 |
| Do not feed animals | Assuming equal variances | 1.093 | .296 | -.798 | 680 | .425 | -.066 | .08230 | -.22726 | .09593 |
| Don't assume equal variances |  |  | -.847 | 209.121 | .398 | -.066 | .07756 | -.21857 | .08724 |
| Respect local customs | Assuming equal variances | 1.301 | .254 | -1.723 | 680 | .085 | -.167 | .09706 | -.35777 | .02338 |
| Don't assume equal variances |  |  | -1.764 | 199.955 | .079 | -.167 | .09477 | -.35407 | .01968 |
| Keep clean and tidy | Assuming equal variances | .974 | .324 | -1.058 | 680 | .290 | -.088 | .08322 | -.25144 | .07535 |
| Don't assume equal variances |  |  | -1.098 | 203.134 | .274 | -.088 | .08022 | -.24621 | .07013 |
| Actively avoid scenic spots that need ecological restoration | Assuming equal variances | .243 | .622 | -.918 | 680 | .359 | -.075 | .08163 | -.23520 | .08537 |
| Don't assume equal variances |  |  | -.949 | 202.206 | .344 | -.075 | .07898 | -.23065 | .08082 |
| Actively collect rubbish found on the ground | Assuming equal variances | .022 | .881 | -.424 | 680 | .671 | -.046 | .10772 | -.25722 | .16580 |
| Don't assume equal variances |  |  | -.423 | 193.961 | .672 | -.046 | .10793 | -.25858 | .16716 |
| Prevent others from disturbing the | Assuming equal variances | .223 | .637 | -.046 | 680 | .963 | -.005 | .11059 | -.22222 | .21207 |
| Don't assume equal variances |  |  | -.046 | 195.863 | .963 | -.005 | .10987 | -.22176 | .21162 |
| Respect the life of local residents | Assuming equal variances | 2.000 | .158 | -.425 | 680 | .671 | -.0444 | .10452 | -.24967 | .16076 |
| Don't assume equal variances |  |  | -.458 | 213.177 | .648 | -.0444 | .09710 | -.23585 | .14695 |
| Pay attention to the quality of the environment in the reserve | Assuming equal variances | .475 | .491 | -.930 | 680 | .353 | -.079 | .08457 | -.24470 | .08740 |
| Don't assume equal variances |  |  | -.912 | 190.069 | .363 | -.079 | .08628 | -.24885 | .09155 |
| Worry about environmental damage in the reserve | Assuming equal variances | 1.980 | .160 | -.982 | 680 | .326 | -.082 | .08317 | -.24499 | .08161 |
| Don't assume equal variances |  |  | -1.052 | 211.839 | .294 | -.082 | .07763 | -.23471 | .07133 |
| Pay attention to the official attitude in the reserve | Assuming equal variances | .149 | .700 | -.788 | 680 | .431 | -.073 | .09310 | -.25615 | .10944 |
| Don't assume equal variances |  |  | -.792 | 195.621 | .429 | -.073 | .09259 | -.25596 | .10925 |
| Worry about the loss of biodiversity in the reserve | Assuming equal variances | .016 | .901 | -.581 | 680 | .562 | -.056 | .09725 | -.24745 | .13446 |
| Don't assume equal variances |  |  | -.602 | 202.908 | .548 | -.056 | .09383 | -.24151 | .12852 |

*. Supplementary Table3.Measurement indicators*

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| Factors | Indicators | Source |
| Measurement scale of environmental responsible behaviours | | |
| EFB | Do not disturb the plants | Lee and Jan, 2015 |
|  | Do not feed animals | Lee and Jan, 2015 |
|  | Keep clean and tidy | Lee and Jan, 2015 |
|  | Actively avoid scenic spots that need ecological restoration | Lee and Jan, 2015 |
| SB | Respect local customs | Lee and Jan, 2015 |
|  | Prevent others from disturbing the environment | Zhang et al., 2015 |
|  | Actively collect rubbish found on the ground | Lee and Jan, 2015 |
|  | Respect the life of local residents | Lee and Jan, 2015 |
| ECB | Pay attention to the quality of the environment in the reserve | on-site observations |
|  | Worry about environmental damage in the reserve |
|  | Pay attention to the official attitude in the reserve |
|  | Worry about the loss of biodiversity in the reserve |
| Measurement scale of experience | | |
| SE | Numerous animals and plants | New scare based on relevant  literatures and interviews |
|  | Fresh air |
|  | Good water quality |
|  | Picturesque scenery |
|  | Comfortable climate |
|  | Overall Landscape Coordination |
|  | Overall environmental comfort |
| MI | Feel happy |
|  | Feel relaxed |
|  | Escape everyday stress |
| NA | Inspire personal ethics |
|  | Raise personal environmental awareness |
|  | Correct some behaviours |
|  | Re-examine one's behaviours |

Note: SB = sustainable behaviours, EFB = environmentally friendly behaviours, ECB = environmental concern-based behaviours, SE = sensory experience, MI = cognitive involvement, NA = norm arousal