

Table S1. POI Data Sources

Data sources category	Website
Social media platform	Social media platform website (https://www.dianping.com/ https://www.xiaohongshu.com/explore)
The city open data platform	Suzhou Public Data Open Platform (https://data.suzhou.gov.cn/#/home) Shanghai Public Data Open Platform (https://data.sh.gov.cn/index.html) Jiaxing Municipal People's Government (https://www.jiaxing.gov.cn/col/col1536218/index.html)
Official government website	Wujiang District People's Government (http://www.wujiang.gov.cn/) Qingou District People's Government (https://www.shqp.gov.cn/shqp/index.html) Jiashan County People's Government (https://www.jiaxing.gov.cn/col/col1536218/index.html)
The information website of intangible cultural heritage	Suzhou Intangible Cultural Heritage Information Network (https://szfy.wglj.suzhou.com.cn/map) Shanghai Intangible Cultural Heritage Network (http://www.ichshanghai.cn/) Jiashan County People's Government (https://www.jiaxing.gov.cn/col/col1536218/index.html)
POI dataset location	Application Programming Interface (API) of Gaode Map (https://lbs.amap.com/cooperation/about/us/)

Table S2. Environmental Variable Data Sources

Type	Variable	Data source
Natural environment factors	Elevation	Geospatial Data Cloud (http://www.gscloud.cn/)
	Slope	Calculated based on the elevation data in Arcgis
	Aspect	Calculated based on the elevation data in Arcgis
	Annual average temperature	National Qinghai-Tibet Plateau Data Center (https://data.tpdc.ac.cn/zh-hans/data/71ab4677-b66c-4fd1-a004-b2a541c4d5bf)
	Distance to water	Calculated the Euclidean distance in Arcgis
Geographical distance factors	Distance to railways	Open Street Map (https://www.openstreetmap.org/#map=11/22.3567/114.1363)
	Distance to highways	
	Distance to national roadways	
	Distance to provincial highways	National Bureau of Statistics' official website (http://www.stats.gov.cn/sj/tjbz/tjyqhdmhcxhfdm/2020/index.html)
	Distance to A-level scenic spots	
	Distance to township centers	
Human activity factors	Land use and land cover	PIE-Engine (https://engine.piesat.cn/dataset-list)