**Supplementary material S5**

Results of the analysis on the motivations concerning the valued attributes.

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| Which attribute is the most important for you and why? | Frequency | Reasons expressed by visitors and frequency in parentheses |
| Mammals (125) | 125 | Species present conservation problems (32)All of the species that we do not see are in the park and must be protected (29)Fragility, vulnerability, risk of being killed by people (17)The guanaco is very important and must be protected (16)There are few in Chile (13)Beautiful and contribute to the landscape of this place (10)Ecological roles (8) |
| Soil | 173 | Soil is life sustaining (91)Soils provide food for animals and plants (50)Ecological equilibrium (13)Soils are important to many animals (7)Soil is the first step of the natural chain (5)Soils protect what is on them (4) Without soil the ecosystem is at risk (3) |
| Birds | 20 | Charisma (12)Birds are closer to humans (3)They must be protected (5) |
| Other animals | 46 | They have ecological roles and contribute to equilibrium (16)Relevant to life in the desert (13)They represent the beginning of the food chain (9)Pollinators are essential for the flowering dessert (8) |
| Plants | 84 | They are specific to this site (26)Are ecologically relevant to the dessert (19)Scenic beauty of the desert (15)Are unique and fragile (14)Relevant to the continued existence of the desert (8)All the attributes must be protected (2) |
| Maintenance of pristine landscape | 45 | There are few places that are little affected like this (12)We must protect the environment (9)It is relevant to not modify ecosystems (8)Pristine places are more attractive for tourism (5)Maintaining the landscape helps biodiversity conservation (5)Areas with ecological fragility must be respected by humans (3)Equilibrium must be maintained (2)Less human intervention is best (1) |