

Table S1.

Interview Time	Interviewee	Main Interview Content	Way of Interview
23 August 2022	22 villagers	The development of Zhengjiabang Village. The trades they are engaged in, their family situation, and their income.	Meetings and individual dialogues
24-26 August 2022	4 leaders of the village committee	The history of Zhengjiabang Village. Development of ecological products and links with the company and superiors.	Individual dialogues
27 August 2022	2 leaders of the Longxing Tourism Service Company	Strategic positioning of the company. The company's business steps and production value in Zhengjiabang Village. The relationship between the company's industry and environmental management. Company operations and development plans.	Individual dialogues
10 October 2022	2 leaders of the Changyang County Committee	Eco-industrial policy evolution, market mechanism and product innovation mechanism in Changyang County . The path and mechanism of realizing the value of ecological products in Zhengjiabang Village. Villagers' perception and recognition of village changes	Individual dialogues
4 November 2022	1 leader of the village committee	Eco-environmental management in Zhengjiabang Village. Changes in perceptions of self-identity and local identity. Industrialization process of ecological products.	Individual dialogues