

A Study on the Pathways for Realizing the Ecological Value in Xiamen under the "Two Mountains" Theory

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Abstract: The "Two Mountains" theory is an important proposition focusing on the coordinated development of economy, society, and ecological environment. It provides guidance for promoting the harmonious coexistence of ecology and economy, enhancing social benefits, cultural inheritance, and sustainable economic development. This article analyzes the status quo of ecological product resources and value realization in Xiamen, revealing its abundant natural resource foundation and growing market demand, as well as the challenges in the realization process. In the face of the dilemma of realizing the value of ecological products in Xiamen, this paper proposes four paths, namely policy support, market mechanisms, social participation, and technological innovation, to promote the realization of ecological product value. These research findings provide theoretical support and practical suggestions for the sustainable development of ecological products in Xiamen, laying a foundation for achieving win-win outcomes between the economy and ecology.

Keywords: "Two Mountains" theory; Xiamen; ecological products; value realization

1. Introduction

In the face of the increasingly severe ecological and environmental challenges confronting the globe, the significance of ecological and environmental protection has become more and more evident. The ecological environment is not only the foundation for human survival and development but also a core element of sustainable development. A healthy ecological environment can provide a continuous supply of resources for economic growth and enhance the quality of life for the populace. Xiamen, as a vital city on China's southeast coast, is endowed with abundant natural resources and a unique ecological environment. However, under the pressure of rapid urbanization and economic development, the ecological environment of Xiamen is also facing multiple challenges, such as ecological degradation and overexploitation of resources. Therefore, it is urgent to explore pathways for realizing the value of ecological products that are suitable for Xiamen's development, so as to achieve coordinated development between the economy and the environment. Against this backdrop, the "Two Mountains" theory, which emphasizes that "lucid waters and lush mountains are invaluable assets," has provided crucial theoretical guidance and practical pathways for China's ecological civilization construction. It highlights the dialectical relationship between ecological and environmental protection and economic development, advocating for protection in the course of development and development in the process of protection. This theory not only offers a scientific basis for local governments to formulate ecological policies but also provides rich references for exploring ways to realize the value of ecological products in different regions. In particular, in Xiamen, how to effectively apply the "Two Mountains" theory to guide the development and protection of ecological products has become an important subject for promoting local sustainable development.

2. The Value Connotations of the "Two Mountains" Theory in Leading the Realization of the Value of Ecological Products

The "Two Mountains" theory originates from the important assertion that "lucid waters and lush mountains are invaluable assets." A good ecological environment is not only a manifestation of natural resources but also the foundation for economic development. It emphasizes that while pursuing economic growth, it is essential to focus on the protection of the ecological environment. The value of ecological

products should be fully recognized and reasonably utilized.

2.1. Promoting the Harmonious Coexistence of Ecology and Economy

The "Two Mountains" theory emphasizes the unity of protecting natural ecosystems and developing the economy, considering a good ecological environment as the foundation for long-term economic development. The introduction of this theory directly addresses the neglect of the natural environment in traditional development models, reminding people that a good ecological state is an important prerequisite for achieving economic prosperity. Through effective protection and rational development of the ecological environment, it is not only possible to maintain biodiversity and the renewability of natural resources but also to provide higher-quality ecological products and services. These ecological products include clean water sources, good air quality, and rich biodiversity, which constitute the important basis for human survival and development. Therefore, the value of ecological products is not only reflected in the direct economic benefits they bring but also in their support for sustainable socio-economic development. [1]By promoting the green economy, developing eco-tourism, and fostering ecological agriculture, ecological products can inject new momentum into economic growth and form a virtuous cycle. In this process, the joint efforts of enterprises and governments are crucial. Only by establishing a rational policy framework and an effective market mechanism can the value of ecological products be fully realized, integrating the protection of the ecological environment with economic development and thus laying a solid foundation for future sustainable development. This coordinated advancement not only helps to enhance overall social well-being but also leaves a better natural environment for future generations, ensuring a win-win situation for ecology and economy.

2.2 Promoting the Improvement of Social Benefits and Cultural Heritage

The value of ecological products goes beyond direct economic gains and is reflected in their far-reaching social benefits and cultural heritage. First, a good ecological environment significantly improves the quality of life for residents by providing fresh air and high-quality water sources, reducing the incidence of diseases, and promoting physical and psychological well-being. Studies have shown that there is a close relationship between the ecological environment and mental health, with natural environments helping to reduce stress and enhance feelings of happiness, thereby increasing life satisfaction.

Second, the promotion of ecological products can enhance social cohesion and promote harmonious interpersonal relationships [2]. Community participation in the cultivation, protection, and utilization of ecological products increases interaction among residents and creates a mutually beneficial and win-win social atmosphere. This collective action fosters a stronger sense of community and responsibility, further consolidating social stability.

Third, the promotion of ecological products provides an opportunity for public environmental awareness. An increasing number of people are paying attention to the selection of ecological products, driving the formation of sustainable consumption patterns. Through education and publicity, public awareness of ecological products is enhanced, and environmental concepts are deeply rooted in people's hearts, influencing individual consumption habits and creating a trend for sustainable development at the societal level. Fourth, the utilization and protection of ecological products carry rich cultural connotations and promote the inheritance and development of Xiamen's unique culture. Respecting and protecting ecological products can continue local ecological culture, enhance cultural identity and a sense of belonging, and lay a cultural foundation for future sustainable development.

2.3. Promoting Sustainable Economic Development

Under the guidance of the "Two Mountains" theory, promoting sustainable development has become a core task of today's society. The development and utilization of ecological products not only provide new momentum for economic growth but are also a key measure for the green economy. Scientific resource management and sustainable development models have promoted the commercialization of ecological products and driven development in various fields. Ecological agriculture, as an important pathway for sustainable development, focuses not only on yield but also on the protection of the ecological environment and soil quality. Through organic farming, crop rotation, and diversified cultivation, ecological agriculture effectively reduces the use of fertilizers and pesticides, lowers environmental pollution, improves the quality of agricultural products, and meets consumers' demand for safe food. In addition, eco-tourism, as an emerging industry, is becoming an important driving force for

local economic development. It attracts tourists with rich natural resources and local culture, promoting the growth of related industries such as accommodation, catering, and transportation.

Finally, with the increasing market demand for ecological products, emerging industries such as ecological product processing, green supply chain management, and sustainable brand building continue to emerge. These industries not only provide new opportunities for economic diversification but also inject vitality into the local economy. By shaping brand images, they enhance market competitiveness and attract the attention of investors.

3. Analysis of the Current Status of the Realization of the Value of Ecological Products in Xiamen

As an important city in Fujian Province, Xiamen has rich natural resources and a good ecological environment. However, in the process of rapid development, the development and value realization of ecological products face many challenges. Against this background, analyzing the resource status, market status, and challenges faced by Xiamen's ecological products is of great significance for promoting its sustainable development.

3.1. Types and Characteristics of Ecological Products in Xiamen

Xiamen has a diversified range of ecological products, including aquatic products, forest products, and cultural products. The marine resources along Xiamen's coast provide a wide range of choices for aquaculture, such as shrimp, crabs, and shellfish. Forest products mainly include timber, bamboo, and medicinal plants. Combining local culture and ecological concepts, Xiamen has developed cultural products such as handicrafts and ecological education courses. In addition, Xiamen's eco-tourism has developed rapidly, attracting a large number of tourists for sightseeing and leisure, becoming an important ecological product. Overall, Xiamen's ecological products are diverse, covering multiple fields and forming a relatively complete ecological product system.

3.2. Current Status of the Realization of the Value of Ecological Products in Xiamen

The market for ecological products in Xiamen is experiencing significant growth. This change is mainly due to the enhanced awareness of health and environmental protection among consumers, which has increased the attention on ecological agricultural products and eco-tourism. At the same time, the government has played an active role in this process. Through a series of policy measures, including financial subsidies, tax preferences, and technical support, the government has created a favorable policy environment for the development of ecological products [3]. These policies have not only promoted the marketization of ecological products but also laid the foundation for the realization of their value. Against this background, Xiamen's ecological products have gradually formed a certain brand effect.

Xiamen has established the nation's first marine carbon sink trading service platform and agricultural carbon sink trading service platform, promoting the market-oriented trading of ecological product values. For example, the Xiamen Property Rights Trading Center has completed multiple transactions of marine and agricultural carbon sinks, providing a market mechanism for the realization of ecological product values.

Xiamen has formulated the "Implementation Plan for Establishing and Improving the Mechanism for the Realization of Ecological Product Value in Xiamen," which clarifies the overall requirements and key tasks for realizing the value of ecological products. The plan proposes to advance the unified registration of natural resource ownership, clearly defining the property rights holders of natural resource assets, thereby providing property rights protection for the realization of ecological product value.

Xiamen has promoted the diversified realization of ecological product value through the integration of ecotourism and cultural industries. For example, Gulangyu Island has created a nearly zero-carbon emission scenic area, achieving a deep integration of World Cultural Heritage protection and low-carbon development. Within the scenic area, the optimization of energy structures, implementation of waste sorting, and resource recycling have been carried out to build a "waste-free island" and an "ecological island," thereby enhancing the value of ecological products. Xiamen has driven the transformation of marine ecological advantages into economic benefits through the integration of marine ecological restoration and the marine economy. For example, Xiamen has utilized marine carbon sink trading and marine ecological restoration projects to convert its marine ecological strengths into economic advantages, effectively "turning the sea into gold."

Thanks to the effective implementation of marketing and publicity, the products' visibility and market competitiveness have been significantly improved. In addition, some areas have begun to explore ecological compensation mechanisms. By providing reasonable economic compensation, farmers and communities are encouraged to actively participate in ecological protection and product development, further promoting the sustainable development of ecological products.

3.3. Challenges Faced in the Realization of the Value of Ecological Products in Xiamen

In the process of developing and realizing the value of ecological products, Xiamen faces multiple complex challenges. First, there are significant bottlenecks in the realization of the value of ecological products, mainly manifested in several aspects, including insufficient market recognition, mismatch between supply and demand, and an imperfect industrial chain. Although Xiamen has rich ecological resources and a solid foundation for many raw materials of ecological products, the lack of effective market promotion and professional operation management has led to relatively weak market competitiveness, making it difficult to realize the expected economic potential. On the other hand, the impact of policy and market environment cannot be ignored. At present, the policies for the development of ecological products in Xiamen still need to be further optimized and improved to meet the new demands of market development. The enforcement and implementation of existing policies also need to be strengthened, as many supportive measures have not been effectively implemented at the grassroots level. In addition, the volatility of the market environment, such as price fluctuations, market entry barriers, and the rise of competitors, all pose potential obstacles to the realization of the value of ecological products.

The issues at the level of citizens are also quite prominent. The realization of ecological product value requires extensive participation from the entire society. However, currently, public awareness and participation in ecological products are still relatively low. Some communities and residents lack sufficient understanding of the importance of ecological protection and the development of ecological products, which has led to the underachievement of the synergistic effect between ecological protection and economic development. In some cases, even a portion of citizens have resorted to damaging the ecology for short-term economic gains. Therefore, how to mobilize the enthusiasm of the public, enabling citizens to recognize the importance of ecological value through the "Two Mountains" Theory, and encouraging them to collectively participate in the development of ecological products is one of the urgent issues that Xiamen needs to address.

4. New Pathways for the Realization of the Value of Ecological Products in Xiamen

In the process of developing and realizing the value of ecological products in Xiamen, considering multiple pathways such as policy support, market mechanisms, social participation, and technological innovation can effectively promote the sustainable development and value enhancement of ecological products.

4.1. Strengthening Policy Support and Establishing the Role of Government

The government plays a key role in the realization of the value of ecological products. First, the government should establish a complete policy framework and legal system to clearly define ecological products, classify them, and standardize the protection and development criteria for ecological products. Second, the government can encourage the production and consumption of ecological products through financial subsidies and tax exemptions, and set up special funds for the development of ecological products to support the healthy development of the ecological industry. In addition, the government should also strengthen the supervision of the ecological product market to maintain market order and ensure the quality and safety of ecological products.

On the other hand, establishing an effective ecological compensation mechanism is an important way to realize the value of ecological products. The government should design reasonable ecological compensation policies [4] to provide appropriate economic rewards for behaviors that protect the ecological environment and provide ecological products. This can be achieved through the establishment of ecological compensation funds and the implementation of ecological protection compensation policies. With the help of the ecological compensation mechanism, not only can the enthusiasm of ecological protection entities be enhanced, but also the sustainable use of ecological products can be promoted.

4.2. Improving Market Mechanisms and Providing Economic Support

To realize the economic value of ecological products, Xiamen should actively promote the marketization of ecological products. This includes improving the market system for ecological products and promoting their circulation within local, regional, and national scopes. At the same time, the government can establish ecological product trading platforms [5] to increase the transparency and accessibility of ecological products, and promote consumers' awareness and selection of ecological products. In addition, introducing green finance can provide strong financial support for the development and marketization of ecological products. Xiamen can encourage financial institutions to provide preferential interest rate loans, green bonds, and other financial instruments for projects related to ecological products, thereby reducing the funding costs for enterprises to develop ecological products. At the same time, the government can cooperate with financial institutions to establish green investment funds to specifically support the development of the ecological industry, thus promoting the marketization of ecological products.

4.3. Mobilizing Social Participation and Enhancing Ecological Awareness

Enhancing public ecological awareness is an important foundation for promoting the consumption of ecological products. Xiamen should carry out ecological awareness publicity through multiple channels such as community activities, school education, and media publicity to improve the public's understanding and sense of value of ecological products and encourage public participation in ecological protection and the consumption of ecological products. In addition, as the basic unit for the implementation of ecological product protection and development, communities play an important role in the realization of the value of ecological products. Xiamen should encourage communities to actively participate in the production and protection of ecological products, promote cooperation between communities, enterprises, and research institutions, and establish community ecological product cooperatives or alliances to form a multi-party participation model for the development of ecological products. Through the joint efforts of the community, the market competitiveness and social recognition of ecological products can be enhanced, thereby promoting the consumption and marketization of ecological products.

4.4. Encouraging Technological Innovation and Strengthening Product Momentum

Research and development and innovation are important ways to enhance the value of ecological products. Xiamen should increase investment in the research and development of ecological products and support universities and research institutions in research and innovation related to ecological product technology, product design, and market promotion. Through continuous technological progress, the quality and added value of ecological products can be improved, thereby enhancing their competitiveness in the market. In addition, the application of modern information technologies such as big data, the Internet of Things, and artificial intelligence is a necessary pathway to achieve the development of smart ecological industries. Xiamen can use these technological means to manage the production, sales, and consumption of ecological products intelligently [6], thereby improving resource utilization efficiency, reducing environmental impact, and enhancing the market response speed and user experience of ecological products.

5. Conclusions

The “Two Mountains” Theory emphasizes the dialectical unity of ecological protection and economic development, providing a theoretical foundation and practical guidance for the realization of ecological product value. As an important city on the southeast coast, Xiamen is endowed with abundant natural resources and a unique ecological environment. However, in the process of rapid urbanization, the realization of ecological product value in Xiamen faces many challenges, such as insufficient market awareness, mismatch between supply and demand, incomplete industrial chains, and inadequate enforcement of policies.

Through an analysis of the status of ecological product resources and the current situation of value realization in Xiamen, this study reveals its rich natural resource base and the growing market demand. Ecological products in Xiamen cover multiple fields, including aquatic products, forest products, cultural products, and ecological tourism resources, forming a relatively complete ecological product system. However, there are significant shortcomings in the market promotion and operational management of

ecological products, resulting in weak market competitiveness and weakened public ecological awareness, which prevent the full realization of their economic potential.

To address these issues, the study proposes four major pathways for realization: First, strengthen policy support by improving the policy framework and legal system, establishing an ecological compensation mechanism, and incentivizing the production and consumption of ecological products. Second, improve market mechanisms by promoting the marketization of ecological products, establishing trading platforms, introducing green finance, and reducing development costs.

Third, mobilize social participation by enhancing public ecological awareness and encouraging community involvement in the development of ecological products to form a multi-party cooperation model. Fourth, encourage technological innovation by increasing investment in the research and development of ecological products and applying modern information technology to achieve smart ecological industry development.

These research recommendations provide theoretical support and practical solutions for the sustainable development of ecological products in Xiamen, which will help promote coordinated economic and ecological development and achieve a win-win goal. Future research can further focus on the specific mechanisms and optimization of models for the realization of ecological product value, providing references for other regions.

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