

# Market Research and Competitive Analysis of Jujube-themed Cultural and Tourism Projects in the Context of Rural Revitalisation

Xinyi Liu<sup>a,\*</sup>, Qiong Wang<sup>b</sup>

College of Economics and Trade, Haojing College, Shaanxi University of Science and Technology, Xi'an, Shaanxi, 712046, China

<sup>a</sup>3182207945@qq.com, <sup>b</sup>1285287672@qq.com

\*Corresponding author

**Abstract:** Against the backdrop of rural revitalisation, the integrated development of agriculture, cultural tourism and health has emerged as a popular subject for entrepreneurial ventures. However, the traditional jujube market suffers from inconsistent quality and a lack of branding, while integration with cultural tourism is limited. This paper analyses consumer demand and the competitive landscape based on field research conducted in Shaanxi and three neighbouring major jujube-producing regions. The research reveals that the core customer base consists of health-conscious individuals, families with children and those seeking cultural experiences, with strong consumer demand for highly interactive, experiential activities. Existing competitors are predominantly single-site picking gardens or traditional scenic spots, resulting in severe product homogenisation and a market gap in the jujube tourism sector. The paper proposes project positioning and competitive strategies that are market-demand oriented, with the aim of creating a competitive edge through full industry chain integration and in-depth cultural exploration. This provides practical guidance for ventures integrating agritourism.

**Keywords:** Jujube Industry, Integration of Culture and Tourism, Competitive Analysis

## 1. Introduction

The Rural Revitalisation Strategy, a major policy initiative proposed at the 19th National Congress of the Communist Party of China, aims to promote the modernisation of agriculture and rural areas, while fulfilling the overarching objectives of a thriving agricultural sector, an attractive living environment, a civilised rural culture, effective governance, and a prosperous standard of living[1]. Against this backdrop, the integrated development of agriculture, cultural tourism and health has emerged as a popular area for entrepreneurship. Local authorities are actively exploring new models for integrating agriculture and tourism and are recognising the cultural significance and natural resource value of the agricultural sector[2-3].

Red dates are a traditional and distinctive Chinese agricultural product with a long history of cultivation and rich cultural significance. They offer high nutritional value and health benefits. The provinces of Shaanxi and its neighbours constitute a major jujube-producing region in China. Distinctive industrial foundations for the sector have been established in areas such as Qingjian in Shaanxi, Taigu in Shanxi and Xinzheng in Henan, which are all renowned for jujube cultivation[4-5]. However, the current jujube market faces challenges such as inconsistent quality, weak branding and limited sales models. Most products remain at a basic sales stage with limited integration into the cultural and tourism sectors. Meanwhile, demand in the rural tourism market is strong, with consumers showing a growing appetite for personalised experiences and culturally enriched products, as well as green, eco-friendly tourism[6]. Nevertheless, there is a scarcity of distinctive, themed products, leaving a clear market gap for red date-themed cultural and tourism initiatives[7-8]. Against this backdrop, this paper studies red date-themed cultural and tourism start-up projects. Drawing on field survey data from three major jujube-producing regions in Shaanxi and neighbouring areas, the paper analyses market demand characteristics and the competitive landscape. This provides practical guidance for start-up projects integrating agriculture and tourism.

## 2. Research Design and Data Analysis

### 2.1 Research Subjects and Methods

This study selected three major jujube-producing areas as its research subjects: Qingjian County in Shaanxi; Taigu County in Shanxi; and Xinzheng City in Henan. Between October and December 2025, a survey was conducted using a combination of questionnaires, face-to-face interviews, and on-site observations. A total of 350 questionnaires were distributed and 326 valid responses were returned, giving a response rate of 93.1%.

The questionnaire was designed around three dimensions: consumer habits regarding jujube products; preferences regarding jujube-themed cultural and tourism experiences; and willingness to pay and acceptance of prices. The questionnaire used a five-point Likert scale and some questions were multiple choice. The sample composition was reasonably representative, with respondents spanning different age groups, occupations, and income brackets. Figure 1 shows the age distribution: 28% were aged 18–30, 41% were aged 31–45, 22% were aged 46–60 and 9% were aged 60 or over. The occupational distribution is shown in the figure: company employees accounted for the highest proportion at 35%, followed by the self-employed at 22%, students at 18%, retirees at 15% and others at 10%.

### 2.2 Analysis of Current Consumer Trends in Red Date Products

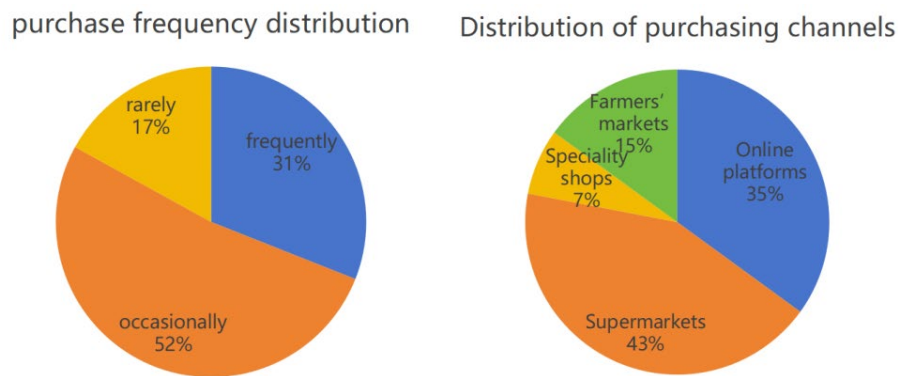


Figure 1. Consumer purchase frequency and channel distribution

As shown in Figure 1, the majority of consumers (52%) purchase red date products only occasionally. Meanwhile, 31% purchase them frequently and 17% rarely. Supermarkets and convenience stores are the primary outlets for red date products, accounting for 43 per cent of purchases. Online platforms account for 35 per cent, while farmers' markets and speciality shops account for 15 and 7 per cent respectively.

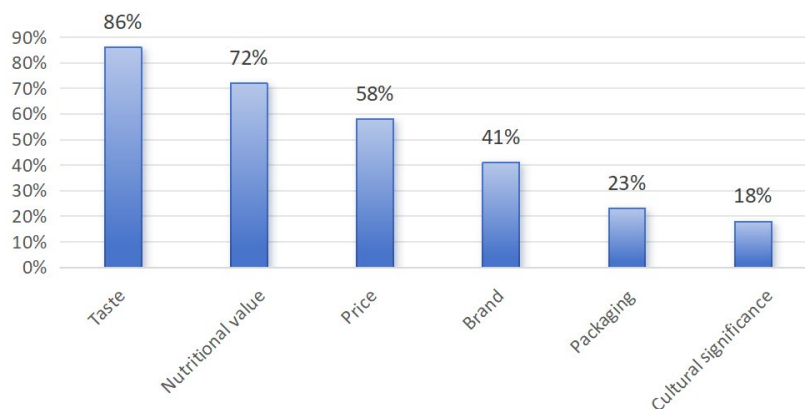


Figure 2. Factors influencing consumer purchasing decisions

As shown in Figure 2, the primary concerns of consumers when making purchasing decisions are, in order of importance, taste, nutritional value, price, brand, packaging and cultural significance.

Specifically, 86% of respondents cited taste, 72% nutritional value, 58% price, 41% brand, 23% packaging and 18% cultural significance as key considerations when making a purchase. Although 'cultural significance' currently attracts relatively little attention, it is worth noting that, when asked whether they would be willing to learn about the cultural stories behind red dates, 67% of respondents indicated they were 'interested' or 'very interested'. This suggests that there is potential market scope for culturally enriched products.

### 2.3 Analysis of Tourism Preferences in Hongzhao

The survey results show that, regarding preferences for jujube-themed cultural and tourism projects, a combined 58% of respondents indicated that they were willing or very willing to participate in jujube-themed tourism activities. Meanwhile, 27% were neutral and only 15% were unwilling. These results suggest that jujube-themed cultural and tourism projects are likely to be successful.

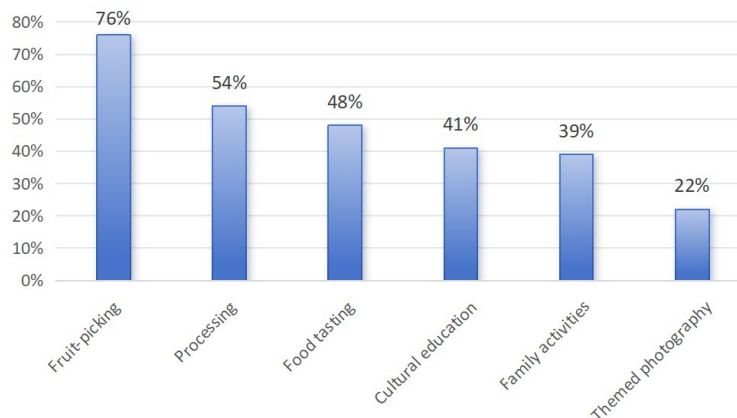


Figure 3. Survey on preferences for the red date cultural tourism project

As shown in Figure 3, fruit picking was the most popular preferred experiential activity, with 76% of respondents selecting it. This was followed by jujube processing (54%), jujube delicacy tasting (48%), jujube cultural education (41%), parent-child interactive activities (39%), and jujube-themed photography (22%). These results suggest that consumers prefer highly participatory and interactive experiential activities.

In terms of price acceptance, the price range that consumers are willing to pay for day-trip products is mainly concentrated between 100 and 300 yuan (accounting for 52%), followed by 300–500 yuan (28%), under 100 yuan (15%), and over 500 yuan (just 5%). For products offering an in-depth experience that include souvenirs, consumer price acceptance is correspondingly higher, with the 300–500 yuan bracket rising to 41%.

### 2.4 Analysis of Market Potential and Supply-demand Gaps

Based on comprehensive research data, the following conclusions can be drawn. From the demand side, the three core customer groups are health and wellness enthusiasts, families with children, and cultural enthusiasts. Families with children have a strong demand for fruit-picking experiences and parent-and-child activities, health and wellness enthusiasts are more concerned with the nutritional value and health benefits of jujubes, and cultural enthusiasts are interested in cultural content, such as the history and production techniques of jujubes. From the supply side, there are significant shortcomings in existing jujube-themed cultural and tourism products. For example, most local picking gardens in Qingjian County, Shaanxi, offer only basic picking facilities and lack complementary experiences. The Jujube Museum in Xinzheng, Henan, primarily features static displays and offers little interactivity, while jujube-themed agritourism venues in Taigu, Shanxi, lack a distinct thematic focus and fail to sufficiently explore their cultural significance. There is an urgent consumer demand for comprehensive jujube cultural tourism projects featuring cultural themes, interactive experiences, and quality assurance, indicating a clear gap in the market.

### **3. Market Competition Analysis and Strategic Recommendations**

#### ***3.1 Types of Competitors and Comparative Analysis***

Based on field visits to production areas, existing competitors can be categorised into three types. The first type consists of traditional picking gardens, which are mainly found in the main jujube-producing regions. These gardens chiefly provide picking services and have limited catering and leisure facilities. While this type of competitor has low entry barriers and operating costs, their disadvantages are equally evident: severe product homogenisation, limited experiences, pronounced seasonality, short dwell times and low repeat spending. Most picking gardens in Qingjian County, Shaanxi, fall into this category. The second type comprises comprehensive agricultural tourist attractions. These larger-scale venues integrate sightseeing, dining and entertainment, but jujubes constitute only a small part of their offerings, resulting in a lack of thematic focus. They have high visitor numbers and well-developed facilities, but they do not explore jujube culture sufficiently, which makes it difficult to create distinctive, memorable experiences. Some agricultural attractions in Xinzheng, Henan, fall into this category. The third type comprises online jujube brands. These competitors focus exclusively on selling jujube products and lack any experiential elements in the real world. They have strong brand management capabilities and extensive sales channels. However, the absence of a physical experience makes it difficult to establish an emotional connection with consumers, resulting in low customer loyalty. Some processing enterprises in Taigu, Shanxi, have experimented with online sales, but lack the necessary offline experiential facilities[9].

Judging by consumers' satisfaction ratings of existing red date-themed cultural and tourism products, only 8% were highly satisfied, 31% were fairly satisfied, 42% were neutral and 19% were dissatisfied. The main reasons for dissatisfaction were a lack of experiential activities and distinctive features, poor supporting services, and unreasonable pricing. This further highlights the gap between market supply and consumer demand[10].

#### ***3.2 The Project's Unique Selling Points***

Based on a market demand analysis, the project's competitive advantages are reflected in four key areas. Firstly, we have achieved full industry chain integration by establishing a complete chain encompassing cultivation, processing, tourism and sales. This overcomes the limitations of a single picking garden and enables consumers to experience the joy of picking, observe processing procedures and purchase distinctive products. This creates a seamless end-to-end experience. Secondly, there is in-depth cultural exploration. We have developed cultural offerings such as jujube heritage tours, folk cultural experiences and demonstrations of traditional production techniques by leveraging the rich historical and cultural resources of jujubes in Shaanxi and the surrounding regions. This allows consumers to learn about jujube culture while enjoying their visit, thereby enhancing the project's cultural depth and creating memorable experiences. Thirdly, smart services will be implemented through the establishment of an integrated platform for online booking, offline experiences and e-commerce sales. Consumers will be able to book experiences and view event information in advance via a mini-programme and purchase speciality goods on the platform after their visit. This will achieve seamless integration between online and offline channels. Fourthly, we will develop a systematic product portfolio comprising four core offerings tailored to different customer segments: jujube-themed sightseeing tours, cultural experience tours, health and wellness tours and family-friendly tours. This will meet a wide range of needs[11].

#### ***3.3 Positioning in the Target Market***

Based on research data, the target market for this project has been defined as comprising three core customer groups. The primary target group is families with children, particularly young parents from the post-1980 and post-1990 generations who prioritise nature-based education and experiential learning for their children. For this group, activities such as family fruit-picking, jujube craft workshops and educational sessions on jujubes will be developed. The second largest demographic is health and wellness enthusiasts, mainly comprising middle-aged and elderly people aged 45 and above who value the health benefits and organic quality of jujubes[12]. For this group, the focus will be on developing jujube wellness banquets, health seminars, and wellness experience camps. The third major customer group is cultural enthusiasts, mainly comprising university students and young people interested in the arts who enjoy exploring and sharing traditional culture. For this group, we will

develop programmes such as red date historical heritage tours, traditional production craft experiences and photography 'check-in' routes. In terms of regional markets, we will initially focus on Shaanxi and gradually expand into neighbouring provinces such as Shanxi and Henan. We will prioritise provincial capitals such as Xi'an, Taiyuan and Zhengzhou, as well as urban clusters within a two-hour drive of these cities.

### **3.4 Product and Marketing Strategies**

In terms of product strategy, four major product lines have been designed based on consumer preference survey findings. The jujube-themed sightseeing tours focus on visits to jujube orchards, with different themes developed to reflect the changing seasons. Cultural experience tours offer an immersive insight into jujube culture, featuring attractions such as the Jujube Museum, traditional craft demonstrations and folk performances. The health and wellness tour caters to the needs of middle-aged and elderly visitors with jujube wellness banquets, jujube orchard yoga sessions and wellness lectures[13]. The family tour features interactive activities such as jujube picking, craft workshops, and sports days. Tourism merchandise includes food items such as jujube-stuffed walnuts and jujube cakes, as well as cultural and creative products such as jujube-themed postcards and handmade soaps.

In terms of operational and promotional strategies, the business model incorporates an integrated platform that combines online booking, offline experiences, and e-commerce sales. Consumers can book experience packages via a mini-programme, scan a QR code to participate in on-site interactive activities, and purchase unique merchandise online after their visit. In terms of promotional strategies, the business collaborates with travel agencies to incorporate experiences into local day-trip itineraries and partners with family-oriented organisations to develop educational tours. It also utilises short-video platforms to build the Jujube cultural tourism brand and organises events such as the Jujube Culture Festival to raise its profile.

## **4. Conclusion**

The jujube cultural tourism project is a successful example of the integrated development of agriculture, cultural tourism and health. It is highly significant in terms of unearthing the cultural importance of the jujube industry, increasing product value and boosting local farmers' incomes. Based on field survey data from Shaanxi and three neighbouring major jujube-producing regions, this paper analyses consumer demand and the competitive landscape in the current jujube cultural tourism market.

Research has revealed that health and wellness enthusiasts, families with children, and those seeking cultural experiences form the core customer base, with strong consumer demand for highly participatory and interactive experiences. Existing competitors are predominantly single-site fruit-picking gardens or traditional tourist attractions, with products suffering from severe homogenisation; consequently, there is a clear market gap for jujube-themed cultural tourism. Based on the research findings, this paper proposes a market-driven positioning and strategy for jujube-themed cultural tourism projects. By integrating the entire industrial chain, delving deeply into cultural heritage, implementing smart services and establishing a systematic product portfolio, the project aims to create a competitive edge and provide practical guidance for its implementation.

## **Acknowledgement**

This work was supported by the 2025 Shaanxi Province Undergraduate Innovation and Entrepreneurship Training Programme: Accelerated Prosperity via Jujube Industry (S202513681030X).

## **References**

- [1] Sapu S, Aphathanakorn A, Thienmongkol R. *Digital learning platform for cultural heritage: new normal tourism for community[J]. Journal of Cultural Heritage Management and Sustainable Development, 2026,16(2): 396-422.*
- [2] Zhao T Z. *"Agricultural Heritage + Tourism" Should Adapt to New Demands[N]. China Tourism News, 2026-03-11(003).*
- [3] He Y. *Research on New Models and New Formats of Digital Cultural Tourism Integration[J]. China Management Informationization, 2026, 29(3): 119-122.*

- [4] Du Y F, Lu Y N, Zhang L Q. *Visualization Analysis of Study Tourism Based on CiteSpace*[J]. *Green Technology*, 2026, 28(1): 231-237.
- [5] Haq U I, Zulfiqar S, Hadiya, et al. *Aloe vera and chitosan-based coatings: a strategy to enhance quality and shelf life of fresh jujube*[J]. *International Journal of Food Properties*, 2025, 28(1).
- [6] Wang W , Wang H , Fu G , et al. *SWOT Analysis of Jujube Industry Development in Qingjian County*[J]. *Shaanxi Forestry Science and Technology*, 2025, 53(6): 118-122.
- [7] Wu R Q, Kou Y L, Mu Y J, et al. *Investigation and Analysis of Jujube Industry Status in Wubao County*[J]. *Shaanxi Forestry Science and Technology*, 2023, 51(3): 120-122.
- [8] Liang S X, Zheng S Y, Pan E J, et al. *Study on the Current Situation of Jujube Industry and Brand Building Strategies in Laling*[J]. *Anhui Agricultural Science Bulletin*, 2020, 26(19): 55-56, 83.
- [9] Azadnia A H, Geransayeh M, Onofrei G, et al. *A weighted fuzzy approach for green marketing risk assessment: Empirical evidence from dairy industry*[J]. *Journal of Cleaner Production*, 2021.
- [10] Gustavo J U, Trento L R, de Souza M, et al. *Green marketing in supermarkets: Conventional and digitized marketing alternatives to reduce waste*[J]. *Journal of Cleaner Production*, 2021.
- [11] Bertazzoli A, Ghelfi R, Rivaroli S, et al. *Value Sharing and Food System Dynamics for Milk, Tomato, and Cereals Food Chains*[J]. *International Journal on Food System Dynamics*, 2011.
- [12] Aruoma O I. *The impact of food regulation on the food supply chain*[J]. *Toxicology*, 2006.
- [13] Henry Inegbedion; Festus Asamu. *Use of social media in the marketing of agricultural products and farmers' turnover in South-South Nigeria*[J]. *F1000Research*.2020.