

# Sustainable livelihood of households in tourism destination: evidence from in the Wulingyuan world heritage site

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# Sustainable livelihood of households in tourism destination: evidence from in the Wulingyuan world heritage site

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## Abstract

In the process of resource protection and development of World Heritage Sites, the sustainability of the livelihoods of heritage site residents is one of its important tasks. Taking Wulingyuan, a world heritage tourism site, as an example to construct the livelihood evaluation index system of households, and use the participatory farmer survey method to conduct household surveys on households. Based on livelihood strategies, households are divided into different types of livelihood, their livelihood capital is assessed, and their livelihood obstacle factors are identified. The research results show that: ①Under the influence of rural tourism development, households' livelihood capital has been improved as a whole. There are differences in the level of livelihood capital of different types of households. From high to low, they are: tourism-dominant type, working-dominant type and agricultural--dominant type. ②The World Heritage Site households' Sustainable Livelihood Obstacle Index is ranked from high to low as social capital, human capital, financial capital, natural capital, and physical capital; the top three indicators are: online social media, social network support, family farmland area. ③Different types of households have different obstacles, social capital is the biggest obstacle in common among the three types of households, and the primary obstacle is online social media.

**Keywords:** Livelihood Capital; Obstacle Degree; World Heritage Tourism Destination; Zhangjiajie Wulingyuan.

## 1 Introduction

The livelihood of households is an important factor that drives the evolution of the relationship between the humans and land in rural areas. As the core of households' issues, sustainable development of livelihood is the foothold of rural revitalization, acting as the key to promoting common prosperity in rural community (Lin & Wen, 2021). Rural tourism has been regarded as an effective catalyst for rural revitalization as it is embedded in the countryside as an external force. The growth, stagnation or fluctuation of rural tourism will have a direct impact on the livelihood of households at the destinations.

Under the combined effect of the rational needs of internal survival and the interest of rural tourism, the traditional livelihood combination mode of households has been

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