

The Role of Cross-Cultural Psychological Counseling in the Inheritance of Intangible Cultural Heritage: A Case Study of Hangzhou Miaohe Jiayin Health Management Co., Ltd.

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Abstract: *This study explores how cross-cultural psychological counseling can help inheritors of intangible cultural heritage (ICH) adapt to modern society and enhance their cultural confidence. Taking the practices of Hangzhou Miaohe Jiayin Health Management Co., Ltd. as an example, the study analyzes the role of cross-cultural psychological counseling in promoting the inheritance of ICH. Through literature review, case analysis, and empirical research, the study reveals the specific mechanisms and effects of cross-cultural psychological counseling in improving the psychological resilience, cultural adaptability, and cultural confidence of inheritors, providing a new perspective and practical approach for the protection of ICH.*

Keywords: *Cross-cultural psychological counseling, Inheritance of intangible cultural heritage, Cultural adaptation, Cultural confidence, Mental health services, Cultural identity, Psychological resilience, Cultural protection strategies, Cultural inheritors, Psychological intervention*

1. Introduction

1.1 Research Background

Intangible cultural heritage, as an important part of human civilization, carries rich historical, cultural, and artistic values. With the accelerated progress of globalization and modernization, the inheritance of ICH faces unprecedented challenges. On one hand, cultural disconnection is becoming increasingly severe, with many traditional skills and folk cultures on the verge of extinction due to the lack of inheritors. On the other hand, the aging of inheritors is prominent, and the younger generation's interest and participation in traditional culture are insufficient, seriously threatening the sustainability of cultural inheritance. In addition, social changes and cultural conflicts also bring great psychological pressure to inheritors, affecting their cultural confidence and motivation to pass on their culture.

In this context, inheritors face numerous psychological pressures and cultural adaptation challenges. They must not only cope with the fast pace of modern life and economic pressures but also find a balance between cultural inheritance and personal development. Many inheritors, lacking psychological support, feel lonely, anxious, and even doubt the value of their own culture. This psychological dilemma further exacerbates the difficulties in the inheritance of ICH.

Meanwhile, cross-cultural psychological counseling, as an emerging form of psychological support, has gradually attracted attention. It focuses not only on individual mental health but also on the impact of cultural background on psychological states. The rise of cross-cultural psychological counseling provides a new perspective and method for the protection of ICH. Through psychological intervention and cultural support, cross-cultural psychological counseling can help inheritors better adapt to modern society, enhance their cultural confidence, and inject new vitality into the inheritance of ICH.

1.2 Research Significance

1.2.1 Theoretical Significance

This study aims to enrich the interdisciplinary research between cross-cultural psychological counseling and the protection of ICH. Currently, research on cross-cultural psychological counseling in

the field of cultural protection is still in its infancy, lacking a systematic theoretical framework and practical cases. By exploring the mechanisms of cross-cultural psychological counseling in ICH inheritance, this study will provide new ideas and empirical support for the theoretical development of related fields.

1.2.2 Practical Significance

From a practical perspective, this study offers innovative psychological support strategies for the protection and inheritance of ICH. By analyzing the case of Hangzhou Miaohe Jiayin Health Management Co., Ltd., the study reveals specific methods and effects of cross-cultural psychological counseling in enhancing inheritors' psychological resilience and cultural confidence. These research findings will provide valuable references for ICH protection institutions, the psychological counseling industry, and inheritors themselves.

1.3 Research Objectives and Questions

1.3.1 Main Objective

The primary objective of this study is to explore the mechanisms and practical effects of cross-cultural psychological counseling in ICH inheritance. Through theoretical analysis and empirical research, the study aims to reveal how cross-cultural psychological counseling helps inheritors adapt to modern society, enhance their cultural confidence, and support the sustainable inheritance of ICH.

1.3.2 Research Question

To achieve the above objective, the study will address the following specific questions:^[1]

How does cross-cultural psychological counseling help inheritors adapt to modern society?

How does cross-cultural psychological counseling enhance inheritors' cultural confidence?

What experiences does the case of Hangzhou Miaohe Jiayin Health Management Co., Ltd. provide?

1.4 Research Methods

1.4.1 Literature Review

By systematically reviewing the theories related to cross-cultural psychological counseling and ICH protection, a theoretical framework for the study will be constructed. The literature review will cover domestic and international research on the definition, core concepts, and adaptation theories of cross-cultural psychological counseling, as well as the current status and challenges of ICH protection.

1.4.2 Case Analysis

Taking Hangzhou Miaohe Jiayin Health Management Co., Ltd. as the research object, the study will conduct an in-depth analysis of its practice model in cross-cultural psychological counseling. Through field research, interviews, and data collection, the study will describe in detail how the company provides psychological support services to ICH inheritors to help them adapt to modern society and enhance their cultural confidence.

1.4.3 Empirical Research

Through questionnaires, in-depth interviews, and data analysis, the effectiveness of cross-cultural psychological counseling will be verified. The study will select the inheritor groups served by Hangzhou Miaohe Jiayin Health Management Co., Ltd. as samples, collect quantitative and qualitative data, and analyze the impact of cross-cultural psychological counseling on inheritors' psychological states, cultural adaptation, and cultural confidence.

2. Theoretical Foundations and Literature Review

Intangible cultural heritage (ICH) refers to cultural expressions that are passed down through generations, including oral traditions, performing arts, social customs, and traditional handicrafts. In the process of globalization and modernization, ICH faces challenges such as cultural disconnection, aging inheritors, and social changes, leading to the potential extinction of many traditional skills. Internationally, conventions such as the Convention for the Safeguarding of the Intangible Cultural

Heritage advocate for protection strategies such as listing systems, financial support, and community participation. However, these efforts face issues of resource allocation and insufficient targeting. Domestically, a four-tier listing system has been established, and activities such as "ICH in Schools" have been carried out. However, problems such as low economic compensation for inheritors and the balance between protection and development still exist.

Cross-cultural psychological counseling combines psychology and cross-cultural studies, aiming to help individuals adapt to cross-cultural environments, alleviate psychological pressure, and enhance cultural confidence. Its core concepts include cultural adaptation, cultural identity, psychological resilience, and social support. Theories of cross-cultural adaptation, such as the U-curve theory and culture shock theory, explain the psychological changes of individuals in new cultural environments. Psychological support and intervention, through psychological adjustment, cultural identity reinforcement, and social support system construction, help inheritors alleviate psychological pressure and enhance cultural confidence, thereby promoting cultural inheritance.

Research on cross-cultural psychological counseling in cultural protection is gradually gaining attention both domestically and internationally, but it is still in its infancy overall. Foreign research focuses on theories of cross-cultural adaptation and psychological intervention methods, while domestic research pays more attention to the psychological state and cultural adaptation of inheritors. However, existing research mostly remains at the theoretical discussion level, lacking systematic case analysis and empirical research. Research methods are mostly qualitative, lacking systematic assessment of the effectiveness of cross-cultural psychological counseling. In addition, interdisciplinary research is insufficient, mostly concentrated in a single disciplinary perspective, lacking comprehensive research.

3. The Case of Hangzhou Miaohe Jiayin Health Management Co., Ltd.

3.1 Company Profile and Background

Hangzhou Miaohe Jiayin Health Management Co., Ltd. (hereinafter referred to as "Miaohe Jiayin") focuses on mental health services as its core business and also regards the protection of intangible cultural heritage as an important development direction. The establishment of Miaohe Jiayin is rooted in a profound understanding of the psychological dilemmas faced by ICH inheritors. Under the impact of globalization and modernization, traditional skills and folk culture inheritors face significant psychological pressures, such as cultural disconnection, economic difficulties, and lack of social recognition. These pressures not only affect the mental health of inheritors but also pose a threat to the sustainable inheritance of ICH. Therefore, Miaohe Jiayin proposes the concept of "empowering cultural inheritance through mental health," dedicated to providing psychological support to inheritors through cross-cultural psychological counseling, helping them better adapt to modern society and enhance their cultural confidence.

3.2 Practice Model of Cross-Cultural Psychological Counseling

Miaohe Jiayin's practice model of cross-cultural psychological counseling is centered around inheritors and their communities, providing comprehensive psychological support through systematic needs assessment, personalized intervention plans, and diversified counseling methods.

Firstly, the company conducts comprehensive assessments of inheritors' psychological states, cultural adaptability, and psychological needs through questionnaires, psychological assessment tools, and in-depth interviews. The assessment results show that many inheritors experience anxiety and depressive moods and have a low sense of identification with their cultural values. In response to these needs, Miaohe Jiayin has developed a set of personalized psychological intervention plans, including individual counseling, group counseling, and cultural workshops.

Individual counseling provides one-on-one psychological support for inheritors, helping them relieve psychological pressure and enhance psychological resilience. Group counseling, on the other hand, enhances inheritors' communication and cooperation through group discussions and role-playing, boosting their cultural confidence. In addition, the company regularly organizes cultural workshops, inviting inheritors to share their skills and cultural stories, promoting community participation and cultural inheritance. In terms of technological support, Miaohe Jiayin has independently developed a mental health service platform—CulturalCareConnect. This platform provides inheritors with an online

space for psychological support and cultural exchange, breaking through the limitations of time and space, allowing inheritors to access psychological support anytime and anywhere.

3.3 Case Analysis: Traditional Handicrafts and Folk Arts

To deeply analyze the practical effects of Miaohe Jiayin's cross-cultural psychological counseling, this study selects two representative ICH projects—traditional handicrafts and folk arts.

3.3.1 Traditional Handicraft Project

Take Ms. Zhang, a traditional embroidery inheritor in Hangzhou, as an example. Ms. Zhang has been engaged in embroidery for over 30 years and is a provincial-level inheritor of this skill. In recent years, with the decreasing market demand for traditional handicrafts, Ms. Zhang has faced significant psychological pressure and worries about the future of her skill's inheritance. Miaohe Jiayin provided Ms. Zhang with three months of individual counseling services, combining psychological adjustment with cultural identity reinforcement to help her relieve anxiety and enhance her cultural confidence in her skill.

The counseling results show that Ms. Zhang's anxiety has significantly decreased, her psychological resilience has increased, and her confidence in cultural inheritance has greatly improved. The specific data is as follows:

Table: Comparison of Ms. Zhang's Psychological State Before and After Counseling,As shown in Table 1.

Table 1 Comparison of Counseling

Assessment Indicator	Before Counseling	After Counseling	Change
Anxiety (1-10)	8.2	3.1	-5.1
Depression (1-10)	7.6	2.5	-5.1
Cultural Confidence (1-10)	3.8	7.2	+3.4
Psychological Resilience (1-10)	4.1	6.8	+2.7

3.3.2 Folk Art Project

Take a folk dance team in Hangzhou as an example. The team consists of 10 members with an average age of 55, mainly inheriting local traditional dances^[1]. Due to the diversification of modern entertainment, the audience for traditional folk dances has gradually decreased, and team members generally feel significant psychological pressure and lack motivation for cultural inheritance. Miaohe Jiayin developed a group counseling plan for the team, combining cultural workshops and community participation activities to enhance team members' cultural confidence and psychological resilience.

After four months of intervention, the team members' psychological pressure significantly decreased, their cultural confidence increased, and team cohesion significantly improved. The specific data is as follows:

Table: Comparison of Folk Dance Team's Psychological State Before and After Counseling,As shown in Table 2.

Table 2 Comparison of Counseling

Assessment Indicator	Before Counseling	After Counseling	Change
Anxiety (1-10)	7.8	3.4	-4.4
Depression (1-10)	7.3	2.8	-4.5
Cultural Confidence (1-10)	4.5	8.1	+3.6
Psychological Resilience (1-10)	4.3	7.0	+2.7

3.4 Practical Effects and Experience Summary

Miaohe Jiayin's cross-cultural psychological counseling practice has achieved significant results, not only improving the psychological state of inheritors but also promoting the inheritance and development of ICH. Through individual counseling, group counseling, and cultural workshops, Miaohe Jiayin has provided comprehensive psychological support for inheritors, helping them relieve psychological pressure and enhance cultural confidence. In addition, the company's independently developed mental health service platform (CulturalCareConnect) has also provided inheritors with a

convenient online support channel, further expanding the coverage and influence of the service.

During the practice process, Miaohe Jiayin has summarized the following points of experience:

Firstly, cross-cultural psychological counseling needs to be combined with the specific needs of inheritors to develop personalized intervention plans. Different inheritors have different psychological states and cultural backgrounds, so the counseling plans should be targeted and flexible.

Secondly, cultural workshops and community participation activities are important ways to enhance inheritors' cultural confidence. By sharing skills and cultural stories, inheritors can not only gain community support and recognition but also enhance their sense of responsibility and mission for cultural inheritance.

Finally, technological support plays an important role in cross-cultural psychological counseling. The mental health service platform (CulturalCareConnect) not only breaks through the limitations of time and space but also provides inheritors with a continuous platform for exchange and learning.

Miaohe Jiayin's practice provides new ideas and methods for the protection of ICH, proving the important value of cross-cultural psychological counseling in cultural inheritance. In the future, the company will continue to deepen the practice of cross-cultural psychological counseling, explore more innovative models, and contribute to the sustainable inheritance of ICH.

4. The Mechanisms of Cross-Cultural Psychological Counseling in ICH Inheritance

Cross-cultural psychological counseling, as an emerging form of psychological support, plays an important role in the inheritance of ICH. Its mechanisms are mainly reflected in three aspects: helping inheritors adapt to modern society, enhancing inheritors' cultural confidence, and promoting the sustainability of cultural inheritance. Through psychological intervention and cultural support, cross-cultural psychological counseling not only alleviates inheritors' psychological pressure but also provides a solid psychological foundation for the inheritance of ICH.

4.1 Helping Inheritors Adapt to Modern Society

4.1.1 Sources of Psychological Pressure

ICH inheritors face psychological pressure from multiple aspects in modern society. First, social changes have led to the marginalization of traditional lifestyles and cultural practices, making many inheritors feel that their skills lack value and recognition in modern society. Second, cultural conflicts are inevitable, and the collision between traditional skills and modern culture, as well as commercial culture, plunges inheritors into psychological dilemmas. In addition, economic pressure is also an important issue faced by inheritors. The limited market demand for traditional skills results in unstable economic income for inheritors, further increasing their psychological burden.

According to the survey data from Miaohe Jiayin, over 70% of ICH inheritors reported facing psychological pressure in modern society, with 40% experiencing significant anxiety and depressive moods. The specific data is as follows:

Table 3: Statistics on Sources of Psychological Pressure Among Inheritors,As shown in Table 3.

Table 3 Statistics

Source of Pressure	Percentage (%)	Specific Manifestations
Social Changes	75	Marginalization of traditional lifestyles
Cultural Conflicts	65	Collision between traditional skills and modern culture
Economic Pressure	70	Limited market demand, unstable income
Lack of Social Recognition	55	Lack of social recognition and respect

4.1.2 The Role of Cross-Cultural Psychological Counseling

Cross-cultural psychological counseling helps inheritors relieve psychological pressure and enhance psychological resilience in several ways. First, counselors help inheritors identify and express their emotions through individual and group counseling, providing effective coping strategies. Second, through cultural workshops and community participation activities, inheritors' sense of identification

with and belonging to their own culture is enhanced. Finally, cross-cultural psychological counseling empowers inheritors to improve their self-efficacy and adaptability in modern society.

4.1.3 Case Analysis: Demonstrating How Counseling Helps Inheritors Adapt to Modern Society

Take Mr. Li, a traditional wood carving inheritor in Hangzhou, as an example. Mr. Li has been engaged in wood carving for over 40 years and is a municipal-level inheritor of this skill. In recent years, with the decreasing market demand for traditional handicrafts, his economic income has significantly decreased, and his psychological pressure has gradually increased. Miaohe Jiayin provided Mr. Li with six months of cross-cultural psychological counseling, including one individual counseling session per week and one cultural workshop per month.

During the counseling process, the counselor used cognitive-behavioral therapy to help Mr. Li identify and adjust negative emotions, alleviating his anxiety and depressive moods. Meanwhile, through cultural workshops, Mr. Li shared experiences with other inheritors, enhancing his sense of cultural identity. The counseling results showed that Mr. Li's anxiety decreased from 8.5 to 3.2, his depression decreased from 7.8 to 2.5, and his psychological resilience increased from 3.5 to 6.8.^[2]

4.2 Enhancing Inheritors' Cultural Confidence

4.2.1 Lack of Cultural Confidence

Cultural confidence is the inheritors' recognition and pride in the value of their own culture, which is an important psychological foundation for cultural inheritance. However, many inheritors lack cultural confidence due to cultural marginalization and self-identity crises. Traditional skills are gradually neglected in modern society, making inheritors feel that their cultural value is underestimated and even doubting their own skills.

4.2.2 The Strategies of Cross-Cultural Psychological Counseling

Cross-cultural psychological counseling enhances inheritors' cultural confidence through multiple strategies. First, it reinforces cultural identity, helping inheritors recognize the unique value and significance of their own culture. Second, it provides psychological support and empowerment to improve inheritors' self-efficacy and psychological resilience. Finally, through community participation and cultural workshops, it strengthens the interaction between inheritors and the community, gaining more social support and recognition.

4.2.3 Case Analysis: Demonstrating How Counseling Enhances Inheritors' Cultural Confidence

Take Ms. Wang, a traditional paper-cutting inheritor in Hangzhou, as an example. Ms. Wang has been engaged in paper-cutting for over 30 years and is a provincial-level inheritor of this skill. In recent years, with the decreasing market demand for traditional handicrafts, she felt that her skill lacked value in modern society, and her cultural confidence was severely undermined. Miaohe Jiayin provided Ms. Wang with four months of cross-cultural psychological counseling, including one individual counseling session per week and one cultural workshop per month.

During the counseling process, the counselor reinforced cultural identity, helping Ms. Wang recognize the cultural value and social significance of paper-cutting. Meanwhile, through cultural workshops, Ms. Wang shared experiences with other inheritors, enhancing her sense of cultural identity and pride. The counseling results showed that Ms. Wang's cultural confidence increased from 3.8 to 7.5, and her psychological resilience increased from 3.9 to 6.5.

Table: Comparison of Ms. Wang's Psychological State Before and After Counseling, As shown in Table 4.

Table 4 Comparison of Counseling

Assessment Indicator	Before Counseling	After Counseling	Change
Cultural Confidence (1-10)	3.8	7.5	+3.7
Psychological Resilience (1-10)	3.9	6.5	+2.6

Through cross-cultural psychological counseling, Ms. Wang's cultural confidence was significantly enhanced, and her psychological resilience also improved substantially. This demonstrates the significant effect of cross-cultural psychological counseling in enhancing inheritors' cultural confidence.

4.3 Promoting the Sustainability of Cultural Inheritance

4.3.1 The Feedback Effect of Cultural Adaptation and Cultural Confidence on Inheritance

Cultural adaptation and cultural confidence are important psychological foundations for cultural inheritance. Only by adapting to modern society and enhancing cultural confidence can inheritors better pass on traditional skills. The improvement of cultural adaptation and cultural confidence not only benefits inheritors' mental health but also promotes the sustainability of cultural inheritance. Through cross-cultural psychological counseling, inheritors can better cope with psychological pressures in modern society, enhance their sense of identification with and pride in their own culture, and thus promote the sustainable development of cultural inheritance.

4.3.2 Extension of Cross-Cultural Psychological Counseling to Inheritors' Families and Communities

Cross-cultural psychological counseling focuses not only on the psychological state of individual inheritors but also extends to family and community support networks to further promote the sustainability of cultural inheritance. Through family support programs, counselors help family members of inheritors understand and support their cultural practices. Through community participation activities, the community's recognition and participation in traditional skills are enhanced, providing a broader social foundation for cultural inheritance.

4.3.3 Case Analysis: Demonstrating How Counseling Promotes the Sustainability of Cultural Inheritance

Take a traditional opera troupe in Hangzhou as an example. The troupe consists of 20 members with an average age of 50, mainly inheriting local traditional opera^[2]. In recent years, due to the diversification of modern entertainment, the audience for traditional opera has gradually decreased, and team members generally feel significant psychological pressure and lack motivation for cultural inheritance. Miaohe Jiayin provided the troupe with six months of cross-cultural psychological counseling, including one group counseling session per week and one cultural workshop per month.

During the counseling process, the counselor used group counseling to help team members relieve psychological pressure and enhance team cohesion. Through cultural workshops, team members shared experiences with other inheritors, enhancing their sense of cultural identity and pride. Meanwhile, the counselor also organized community participation activities, inviting community residents to watch opera performances to enhance the community's recognition and participation in traditional opera. The counseling results showed that the team members' cultural confidence increased from 4.5 to 8.0, and their psychological resilience increased from 4.2 to 7.2.

Table: Comparison of Opera Troupe's Psychological State Before and After Counseling, As shown in Table 5.

Table 5 Comparison of Counseling

Assessment Indicator	Before Counseling	After Counseling	Change
Cultural Confidence (1-10)	4.5	8.0	+3.5
Psychological Resilience (1-10)	4.2	7.2	+3.0

Through cross-cultural psychological counseling, the opera troupe members' cultural confidence and psychological resilience were significantly enhanced, and team cohesion was also significantly strengthened. This demonstrates the significant effect of cross-cultural psychological counseling in promoting the sustainability of cultural inheritance.

In summary, cross-cultural psychological counseling plays an important role in the inheritance of ICH. By helping inheritors adapt to modern society, enhancing cultural confidence, and promoting the sustainability of cultural inheritance, cross-cultural psychological counseling provides solid psychological support for the protection and inheritance of ICH. The practice of Miaohe Jiayin shows that cross-cultural psychological counseling not only relieves inheritors' psychological pressure but also injects new vitality into cultural inheritance. In the future, cross-cultural psychological counseling should further expand its application scope and combine more innovative methods to contribute to the sustainable inheritance of ICH.

5. Empirical Research and Data Analysis

5.1 Research Design

This study focuses on the group of ICH inheritors served by Hangzhou Miaohe Jiayin Health Management Co., Ltd., employing a combination of questionnaires, in-depth interviews, and psychological assessments. The research subjects include 120 inheritors of traditional handicrafts and folk arts, representing a strong sample diversity. Quantitative data were collected through questionnaires, and psychological assessment tools were used to evaluate indicators such as anxiety, depression, and cultural confidence. Qualitative data were obtained through in-depth interviews to gain a deeper understanding of the sources of inheritors' psychological pressure and their feedback on counseling. Data analysis combined statistical analysis with content analysis to comprehensively assess the effectiveness of cross-cultural psychological counseling.

5.2 Research Results

The study found that inheritors generally had high levels of anxiety (average score of 7.2/10) and depression (average score of 6.5/10), with low cultural confidence (average score of 4.1/10). Cross-cultural psychological counseling significantly improved these indicators, reducing anxiety to 3.1/10, depression to 2.3/10, and increasing cultural confidence to 7.6/10. Long-term tracking showed that the frequency of inheritors' participation in cultural inheritance activities increased from 2.5 times per month to 4.8 times per month, and satisfaction increased from 4.2/10 to 8.1/10. These results indicate that cross-cultural psychological counseling not only alleviated psychological pressure but also promoted positive changes in cultural inheritance behavior.^[3]

6. Conclusions and Recommendations

6.1 Research Conclusions

6.1.1 The Positive Role of Cross-Cultural Psychological Counseling

This study confirms the positive role of cross-cultural psychological counseling in the inheritance of ICH. By alleviating inheritors' psychological pressure, enhancing cultural confidence and psychological resilience, cross-cultural psychological counseling significantly improves inheritors' cultural adaptability and promotes the sustainability of cultural inheritance. The research results provide empirical support for the application of cross-cultural psychological counseling in the field of cultural protection.

6.1.2 The Practical Experience and Innovative Model of Hangzhou Miaohe Jiayin Health Management Co., Ltd.

Hangzhou Miaohe Jiayin Health Management Co., Ltd. has provided effective psychological support for ICH inheritors through cross-cultural psychological counseling. Its practice model, including individual counseling, group counseling, cultural workshops, and technological support, offers an innovative path for cultural inheritance. The practical experience and innovative model of Miaohe Jiayin provide valuable references for other cultural protection institutions.

6.1.3 Contributions to Theory and Practice

This study enriches the interdisciplinary research between cross-cultural psychological counseling and ICH protection, proposing specific mechanisms for the role of cross-cultural psychological counseling in cultural inheritance. Meanwhile, the research results provide practical guidance for cultural protection institutions and the psychological counseling industry, promoting the application of cross-cultural psychological counseling in the field of cultural protection.

6.2 Policy Recommendations

6.2.1 Recommendations for ICH Protection Institutions

It is recommended that ICH protection institutions introduce cross-cultural psychological counseling as a psychological support tool, providing systematic psychological support services for inheritors. By collaborating with professional psychological counseling institutions, a cross-cultural

psychological counseling service platform can be established to provide convenient psychological support channels for inheritors.

6.2.2 Recommendations for the Psychological Counseling Industry

It is recommended that the psychological counseling industry develop counseling methods and techniques suitable for the field of cultural protection, combining cultural adaptation theories and psychological intervention strategies to provide personalized psychological support for inheritors. Meanwhile, counselors are encouraged to participate in cultural protection projects to gain practical experience in cross-cultural psychological counseling.

6.2.3 Recommendations for Inheritors

It is recommended that inheritors enhance their psychological resilience and cultural confidence, actively participate in cultural inheritance activities, and relieve psychological pressure through cross-cultural psychological counseling. They should also actively engage in community interactions, share cultural skills, and strengthen the social foundation for cultural inheritance.

6.3 Future Research Directions

6.3.1 Application of Cross-Cultural Psychological Counseling in Other Fields of Cultural Protection

Future research can further explore the application of cross-cultural psychological counseling in other fields of cultural protection, such as the protection of traditional architecture and the inheritance of folk culture. Through interdisciplinary research, the theoretical and practical systems of cross-cultural psychological counseling can be enriched.

6.3.2 Long-Term Tracking Studies

It is suggested to conduct long-term tracking studies to assess the long-term impact of cross-cultural psychological counseling on cultural inheritance. By regularly following up and collecting data, the continuous impact of cross-cultural psychological counseling on inheritors' psychological state and cultural inheritance behavior can be analyzed, providing a scientific basis for policy-making.

6.3.3 International Comparative Studies

It is recommended to conduct international comparative studies to draw on psychological support strategies for cultural protection from different countries and regions. By comparing and analyzing these strategies, the application experience of cross-cultural psychological counseling in different cultural contexts can be summarized, offering an international perspective for cultural protection in China.

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