

# Psychodynamics in the Protection of Intangible Cultural Heritage: Theory and Practice

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## Abstract

The protection and inheritance of Intangible Cultural Heritage (ICH) is not only an important task for cultural transmission, but also closely related to the psychological state of the bearers. This study explores the psychological challenges faced by bearers in the protection process of ICH and their impact on cultural transmission from the perspective of psychodynamics. Through literature review, case analysis, and field research, this study deeply analyzes the psychological factors of bearers, such as psychological motivation, emotional investment, social support, and cultural confidence, and constructs a psychodynamic model. The study finds that the psychological state of bearers directly affects the sustainability and enthusiasm of their transmission behaviors. Based on this, this paper proposes psychological support strategies for bearers, including establishing a psychological support system, enhancing cultural confidence, and providing policy and social support, aiming to provide new theoretical basis and practical guidance for the protection of ICH. The results show that the application of psychodynamics can effectively enhance the psychological resilience of bearers and promote the sustainable transmission of ICH.

**Keywords:** intangible cultural heritage, psychodynamics, bearers, protection strategies, cultural confidence, psychological support, social identity, cultural transmission, psychological resilience

## 1. Introduction

### 1.1 Research Background

Intangible Cultural Heritage refers to various practices, performances, forms of expression, knowledge systems, and skills, as well as the relevant tools, objects, handicrafts, and cultural spaces that are regarded as part of the cultural heritage by communities, groups, and sometimes individuals. As an important component of human culture, ICH carries rich historical, cultural, and social values and is an important manifestation of national spirit and cultural identity. However, with the rapid development of society and the acceleration of modernization, the protection of ICH faces many severe challenges, including the loss of bearers, cultural discontinuity, and social changes. Against this backdrop, the potential value of psychodynamics in the protection of ICH has gradually attracted attention. Psychodynamics, as a discipline that studies the internal mechanisms of human psychological activities, can provide a new perspective for understanding the psychological state of bearers and its impact on the protection and transmission of ICH.

### 1.2 Research Objectives and Significance

This study aims to explore how the psychological state of bearers affects the protection and transmission of ICH and analyze the role of psychodynamics in this process. Through this research, psychodynamic-based protection strategies are proposed to provide new theoretical support and practical guidance for the protection of ICH, enhance the psychological resilience of bearers, and promote the sustainable transmission of ICH.

### *1.3 Research Methods and Structure*

This study employs literature review, case analysis, field research, and interviews to comprehensively analyze the psychodynamic issues in the protection of ICH. The structure of this paper is as follows: First, the theoretical basis of ICH protection and relevant theories of psychodynamics are introduced. Second, through case analysis and field research, the psychological state of bearers and its impact on ICH protection are explored. Finally, psychodynamic-based ICH protection strategies are proposed, and future research directions are discussed.

## **2. Current Status and Challenges in the Protection of Intangible Cultural Heritage**

### *2.1 International and Domestic Status of ICH Protection*

Internationally, UNESCO has established a systematic framework for the protection of ICH through the Convention for the Safeguarding of Intangible Cultural Heritage, clarifying the definition, protection principles, and international cooperation mechanisms of ICH. Countries have responded by formulating corresponding policies and action plans. In China, the government has attached great importance to the protection of ICH, enacting a series of laws, regulations, and policies to promote its transmission and development. In recent years, China has made significant progress in policy support, financial investment, and the training of bearers for ICH, but new challenges remain.

### *2.2 Challenges Faced by Bearers*

With the rapid development of the socio-economy, bearers face many challenges. First, social transformation and economic pressures have a profound impact on the lifestyle and transmission activities of bearers. Many traditional skills and folk cultures are difficult to sustain due to the lack of economic benefits. Second, the aging of bearers is a prominent issue, with a widespread lack of successors. The younger generation's lack of interest in traditional skills leads to the risk of discontinuity in ICH transmission. Moreover, conflicts between cultural identity and social values also restrict the transmission of ICH. In modern society, traditional skills and cultural forms are often regarded as "outdated" or "marginalized," and bearers face significant challenges in terms of social recognition and economic returns.

### *2.3 The Importance of Psychological Factors in ICH Protection*

Psychodynamics is closely related to cultural heritage protection. The psychological state of bearers directly affects the enthusiasm and sustainability of their transmission behaviors. Psychodynamic research shows that psychological factors such as the bearers' psychological motivation, emotional investment, social support, and cultural confidence have a significant impact on their transmission behaviors. Therefore, understanding the psychological needs of bearers and providing effective psychological support is of great significance for enhancing their transmission motivation and cultural confidence. Through the perspective of psychodynamics, it is possible to better analyze the psychological state of bearers and propose targeted protection strategies to promote the sustainable transmission of ICH. (Li, H., et al., 2024)

## **3. Theoretical Basis of Psychodynamics**

### *3.1 Overview of Psychodynamics*

Psychodynamics is a discipline that studies the internal motivations and psychological processes of human mental activities. Its core lies in exploring the unconscious motivations and internal conflicts behind psychological phenomena. The development of psychodynamics can be traced back to the late 19th century, with Freud's psychoanalytic theory being an important foundation. Freud believed that human behavior is driven by unconscious psychological processes, especially childhood experiences and repressed desires that have a profound impact on individual behavior. On this basis, Jung's analytical psychology further expanded the scope of psychodynamics, emphasizing the role of collective unconsciousness and archetypes. Modern psychodynamic theory, while inheriting classical theories, combines research findings from cognitive science and social psychology, focusing more on the dynamic development of individual psychology and the influence of socio-cultural contexts.

### *3.2 Application of Psychodynamics in Cultural Heritage Protection*

Firstly, cultural transmission is closely related to psychological identification. Cultural transmission is not only the transfer of skills and knowledge but also a process of psychological identification. Through participation in the protection and transmission of cultural heritage, bearers gain a sense of identity and belonging. Psychodynamics emphasizes that this psychological identification can enhance the bearers' emotional investment and sense of responsibility towards cultural heritage.

Secondly, the psychological motivation and emotional investment of bearers are important contents of psychodynamic research. The motivations for bearers' behaviors can be divided into intrinsic motivation (such as love for culture and a sense of responsibility towards family traditions) and extrinsic motivation (such as

economic gains and social recognition). Intrinsic and extrinsic motivations jointly influence the behaviors of bearers, while emotional investment is the psychological basis for their continuous participation in cultural heritage protection. (Li, H., et al., 2024)

Finally, social support and psychological resilience are crucial for bearers. Psychodynamics suggests that good social support can alleviate the psychological stress of bearers and enhance their ability to cope with difficulties. Support from the community, family, and government is an important source of psychological resilience for bearers.

### 3.3 Psychodynamics and Cultural Confidence

Cultural confidence is an important psychological basis for bearers to actively participate in the protection of cultural heritage. First, the psychological mechanism of cultural confidence stems from the individual's identification and affirmation of the value of their own culture. Psychodynamics believes that this sense of identification is closely related to the individual's unconscious psychological processes. When individuals perceive the value of their own culture, they form a positive self-identification and cultural pride.

Secondly, through psychodynamic methods such as psychological counseling, cultural education, and community activities, the cultural confidence of bearers can be enhanced. These methods help bearers understand the value of their own culture, alleviate psychological stress, and improve their awareness and action in cultural heritage protection.

## 4. Analysis of the Psychological State of Bearers

### 4.1 Psychological Characteristics of Bearers

The psychological characteristics of bearers are important factors affecting their transmission behaviors. First, bearers usually have a dual identity — they are both inheritors of cultural heritage and ordinary members of modern society. This duality of identity can lead to role conflicts and psychological stress, and bearers need to find a balance between protecting cultural heritage and adapting to modern society.

Second, the psychological stress faced by bearers mainly comes from economic, social, and cultural aspects. Economic stress includes the low returns of transmission activities and increasing living costs; social stress includes the neglect of traditional skills by society and the marginalization of the social status of bearers; cultural stress is reflected in the modern adaptability of traditional skills and the dilemma of cultural discontinuity.

Finally, the psychological needs of bearers mainly include emotional support, social recognition, and the realization of cultural value. Emotional support comes from the attention and help of family, community, and government; social recognition is reflected in the respect for the identity of bearers and the affirmation of their contributions; the realization of cultural value is the bearer's inner pursuit of the significance of cultural transmission.

### 4.2 Analysis of Bearers' Behaviors from the Perspective of Psychodynamics

From the perspective of psychodynamics, the behaviors of bearers are influenced by a variety of psychological factors:

- **Psychological Motivation for Transmission Behavior:** The motivations for bearers' behaviors can be divided into intrinsic and extrinsic motivations. Intrinsic motivations include love for cultural heritage, a sense of responsibility towards family traditions, and identification with cultural value; extrinsic motivations include economic gains, social recognition, and policy support. Intrinsic motivation is the core driving force for transmission behavior, while extrinsic motivation plays an auxiliary role.
- **Psychological Factors for Transmission Discontinuity:** Transmission discontinuity may be influenced by various psychological factors, such as psychological frustration, cultural inferiority, and social exclusion. Psychological frustration may arise from economic difficulties or failures in transmission activities; cultural inferiority may result from the neglect of traditional culture by modern society, leading bearers to doubt the value of their own culture; social exclusion is reflected in the marginalization of traditional skills by society, making bearers feel isolated and helpless.
- **Psychological Dynamics for Sustained Transmission:** Sustained transmission requires strong psychological dynamics, including psychological resilience, cultural identification, and social support. Psychological resilience enables bearers to maintain a positive attitude in the face of difficulties; cultural identification allows bearers to feel the value of their own culture; social support provides bearers with necessary resources and assistance.

### 4.3 Construction of the Psychodynamic Model

To more clearly demonstrate the structure and mechanism of the psychodynamic model, the following table provides a structured analysis of the model:

Table 1.

Psychological Factors	Definition and Role	Impact on Transmission Behavior
<b>Identity Identification</b>	The bearer's cognitive and sense of identity as a cultural heritage transmitter.	Enhances sense of responsibility and promotes the sustainability of transmission behavior.
<b>Emotional Investment</b>	The bearer's emotional attachment and investment in cultural heritage.	Increases enthusiasm and proactiveness in transmission.
<b>Social Support</b>	Emotional, material, and policy support that bearers receive from family, community, and government.	Alleviates psychological stress and enhances psychological resilience.
<b>Cultural Confidence</b>	The bearer's identification and pride in the value of their own culture.	Boosts transmission confidence and strengthens cultural identification.
<b>Psychological Resilience</b>	The bearer's ability to maintain a positive attitude in the face of difficulties and setbacks.	Promotes the continuity of transmission behavior and reduces the risk of discontinuity.

## 5. Case Study Analysis

### 5.1 Case Selection and Research Methods

To deeply explore the application of psychodynamics in the protection of Intangible Cultural Heritage (ICH), this study selected two representative ICH projects: traditional handicrafts and folk culture. Traditional handicrafts (such as embroidery and wood carving) face the main problems of low economic returns and the aging of bearers, while folk culture (such as traditional festival performances and folk arts) is impacted by social changes and cultural discontinuity. These two cases represent typical scenarios of skill transmission and cultural transmission, effectively reflecting the psychological state and behavioral patterns of bearers in different cultural contexts.

The research methods included in-depth interviews, questionnaires, and field observations. In-depth interviews aimed to gain a deep understanding of the inner world and psychological motivations of bearers; questionnaires were used for quantitative analysis of the psychological state and needs of bearers; field observations revealed the motivations and sources of pressure behind their behaviors through the observation of their daily activities and interactions. The research sample included 150 traditional handicraft bearers and 120 folk culture bearers from different regions.

### 5.2 Case Analysis

#### 5.2.1 Case One: Psychological State and Transmission Behavior of Traditional Handicraft Bearers

Traditional handicrafts, as an important part of ICH, face the dilemma of an aging population of bearers and a lack of successors. This case selected a group of traditional embroidery bearers from different regions in China, analyzing the relationship between their psychological state and transmission behavior through in-depth interviews and questionnaires.

#### 1) Regional Selection and Background

This study selected the following three representative regions: Suzhou in Jiangsu Province, Changsha in Hunan Province, and Taijiang in Guizhou Province. These regions have significant characteristics and common challenges in the inheritance and development of traditional embroidery skills.

**Jiangsu Province, Suzhou:** Suzhou is one of the important birthplaces of traditional Chinese embroidery, especially Su embroidery, which is famous for its exquisite skills and unique artistic style. However, with the acceleration of modernization, the aging problem of embroidery bearers in the Suzhou area has become increasingly serious. According to the survey, over 70% of embroidery bearers in Suzhou are over 50 years old, and the number of young bearers is very limited. Moreover, many traditional embroidery skills are gradually losing economic support due to the decrease in market demand, leading to economic and psychological difficulties for bearers. (Li, H., et al., 2024)

**Hunan Province, Changsha:** Hunan embroidery, represented by Changsha, also faces inheritance challenges. The bearers of Hunan embroidery are generally older, and the younger generation's interest in traditional skills is insufficient. The study found that bearers not only face economic pressure but also feel neglected by society for their skills. This psychological pressure has led many bearers to hold pessimistic attitudes towards the transmission of their skills. In addition, the transmission mode of Hunan embroidery is mostly

master-apprentice, lacking a systematic transmission mechanism, which further exacerbates the crisis of a lack of successors.

**Guizhou Province, Taijiang:** Miao embroidery in Guizhou Province is a typical example of traditional handicrafts of ethnic minorities in China. Taijiang, as an important inheritance site for Miao embroidery, has also faced problems of an aging population of bearers and the loss of skills in recent years. The study showed that most local Miao embroidery bearers are older women, and the younger generation's interest in traditional skills is limited, with a lack of economic incentives. Moreover, the transmission of Miao embroidery mainly relies on oral and practical methods, lacking written records and systematic education, making the transmission of skills even more difficult.

## 2) Psychological State and Transmission Behavior of Bearers

**Conflict between Economic Pressure and Cultural Love:** The economic returns of traditional handicrafts are low and cannot meet the living needs of bearers. The survey showed that 80% of bearers indicated that economic pressure is the biggest challenge they face, while only 20% of bearers can obtain sufficient economic income through handicrafts. This economic pressure forms a stark contrast with the love for culture, causing many bearers to hesitate between persistence and abandonment. For example, one interviewed embroidery bearer mentioned, "Although I love this skill, I cannot make a living from embroidery alone, which makes me very conflicted." (Wang, G., et al., 2023)

**The Role of Psychological Support Systems:** Psychological support systems are crucial for traditional handicraft bearers. The study found that bearers with strong family support and social recognition have significantly higher psychological resilience and transmission enthusiasm than others. Through community activities and government-funded psychological counseling programs, the psychological pressure of bearers was effectively alleviated, and the sustainability of transmission behavior was enhanced. The table shows that 60% of bearers reported strong social support, with an average psychological resilience score of 2.8 (out of 5), and an average cultural confidence score of 3.9. This indicates that social support and cultural confidence have a significant positive impact on the psychological state of bearers. (Wang, G., et al., 2023)

**Psychological Factors for Transmission Discontinuity:** Transmission discontinuity may be influenced by various psychological factors. In Taijiang, Guizhou, many Miao embroidery bearers felt psychologically frustrated due to social changes and cultural discontinuity. The limited interest of the younger generation in traditional skills made bearers feel isolated and even doubt the value of their own culture. Moreover, the complexity and difficulty of traditional embroidery skills also deterred the younger generation.

**Psychological Dynamics for Sustained Transmission:** Sustained transmission requires strong psychological dynamics, including psychological resilience, cultural identification, and social support. In Jiangsu, through hosting embroidery competitions and training activities, the psychological resilience and cultural identification of bearers were enhanced. For example, Suzhou's embroidery bearers collaborated with universities to combine traditional skills with modern design, increasing the market value of embroidery. This innovation not only enhanced the psychological resilience of bearers but also attracted more young people's attention to traditional skills.

Table 2. Psychological Pressure and Support System Survey of Traditional Handicraft Bearers

Survey Item	Economic Pressure	Social Support	Psychological Resilience	Cultural Confidence
Number of Respondents (N)	150	150	150	150
Percentage (%)	80	60	40	70
Average Score (1-5)	2.1	3.5	2.8	3.9

Through the study of traditional embroidery bearers in Jiangsu, Hunan, and Guizhou, this case revealed the complex relationship between the psychological state and transmission behavior of bearers. Economic pressure, social neglect, and cultural discontinuity are the main psychological factors leading to transmission discontinuity, while psychological support systems, cultural confidence, and social recognition are the key drivers for sustained transmission. These findings provide important references for formulating targeted protection strategies.

### 5.2.2 Case Two: Psychodynamic Analysis of Folk Culture Bearers

Folk culture bearers face significant psychological pressure from social changes. This case selected a group of

traditional folk performance bearers from Northern Shaanxi and the Ningxia Hui Autonomous Region, analyzing the psychological impact of social changes through field observations and in-depth interviews.

### 1) Regional Selection and Background

**Northern Shaanxi:** Northern Shaanxi is one of the important birthplaces of Chinese folk culture, with rich traditional folk activities such as “Turning the Nine Bends” and “Fire Pagoda.” These activities are not only an important part of local culture but also an important carrier of bearers’ identity identification. However, with the acceleration of modernization, these folk activities have gradually lost their original social functions and cultural significance. For example, the lanterns in the “Turning the Nine Bends” activity have been replaced by electric lights, and customs such as stealing lanterns for fertility have gradually declined, with the fire-worshipping elements also weakening. These changes not only affect the transmission of folk culture but also bring psychological pressure to bearers.

**Ningxia Hui Autonomous Region:** Folk culture in the Ningxia Hui Autonomous Region also faces challenges from social changes. Taking a Hui village in Ningxia as an example, local folk culture has been marginalized in the process of modernization. For instance, the architectural style of the traditional Islamic cultural square and Hui trade street mostly pursues modernization, lacking a highlight of traditional folk characteristics. This phenomenon not only weakens the sense of identification with folk culture but also leads bearers to doubt the value of their own culture.

### 2) Psychological State and Transmission Behavior of Bearers

**Psychological Impact of Social Change on Bearers:** With the acceleration of modernization, the social attention to traditional folk culture has gradually decreased. The survey showed that 65% of bearers felt neglected by society for their culture, leading to psychological inferiority and a decrease in cultural value identification. This psychological pressure directly affected the transmission behavior of bearers, making many folk cultures face the risk of discontinuity. For example, one folk performance bearer mentioned, “Nowadays, young people are not interested in traditional folk culture, and we feel marginalized.”

**The Importance of Cultural Confidence and Social Recognition:** Cultural confidence is an important psychological basis for the continuous transmission of folk culture bearers. The study found that enhancing the cultural confidence of bearers through cultural education and community activities can significantly improve their transmission enthusiasm. For example, in the Ningxia Hui Autonomous Region, through the hosting of folk culture festivals, the social recognition of bearers was increased, and their cultural confidence was enhanced, effectively promoting the transmission of folk culture. The table shows that 50% of bearers had high confidence in their own culture, while the average score for social recognition was only 2.5, indicating that the improvement of social recognition has a significant positive impact on the psychological state of bearers.

Table 3. Psychological State and Impact of Social Change on Folk Culture Bearers

Survey Item	Impact of Social Change	Cultural Confidence	Social Recognition	Transmission Enthusiasm
Number of Respondents (N)	120	120	120	120
Percentage (%)	65	50	40	30
Average Score (1-5)	3.2	3.0	2.5	2.0

Through the study of folk culture bearers in Northern Shaanxi and the Ningxia Hui Autonomous Region, this case revealed the psychological impact of social changes on bearers. The crisis of cultural identification, economic pressure, and social marginalization are the main factors leading to the psychological pressure of bearers, while cultural confidence and social recognition are the key drivers to alleviate this pressure. These findings provide important references for formulating targeted protection strategies.

### 5.3 Case Summary and Insights

Through the in-depth analysis of the two cases, this study summarized the successful experiences and lessons learned from the psychodynamic perspective and proposed psychodynamic-based protection strategies based on the cases.

#### 1) Successful Experiences

**Construction of Psychological Support Systems:** Through the support of families, communities, and governments, the psychological pressure of bearers was alleviated, and their psychological resilience was enhanced. For example, traditional handicraft bearers significantly improved their psychological resilience and

transmission enthusiasm through community activities and psychological counseling programs.

**Enhancement of Cultural Confidence:** Through cultural education and community activities, the cultural confidence of bearers was enhanced, and their identification with the value of cultural heritage was improved. Folk culture bearers significantly increased their cultural confidence and social recognition through folk culture festivals.

**Enhancement of Social Recognition:** Through the hosting of cultural festivals, the social recognition of bearers was increased, and their transmission enthusiasm was enhanced. For example, folk culture festivals not only improved the social status of bearers but also attracted more young people to pay attention to traditional folk culture.

## 2) Lessons Learned

**Neglect of Economic Pressure:** The economic difficulties faced by traditional handicraft bearers were not effectively resolved, leading some bearers to abandon transmission. The survey showed that 80% of bearers considered giving up transmission due to economic pressure.

**Impact of Social Change:** Folk culture bearers failed to effectively cope with the psychological pressure brought by social changes, increasing the risk of cultural discontinuity. 65% of bearers felt neglected by society for their culture, and their transmission enthusiasm significantly decreased. (Kong, S., Li, H., & Yu, Z., 2024)

## 3) Protection Strategy Recommendations

**Economic Support and Policy Guarantee:** The government should increase economic support for ICH bearers, provide subsidies and preferential policies, and alleviate their economic pressure. For example, provide special subsidies for traditional handicraft bearers to help them improve their living conditions and enhance their transmission motivation.

**Psychological Counseling and Social Support:** Establish a professional psychological counseling mechanism to provide psychological support services for bearers and enhance their psychological resilience. Communities and governments should regularly organize psychological counseling activities to help bearers cope with psychological pressure.

**Cultural Education and Community Participation:** Enhance the cultural confidence and social recognition of bearers through cultural education and community activities, and strengthen their transmission motivation. For example, host folk culture festivals and traditional handicraft exhibitions to increase social attention and recognition of ICH.

**Intergenerational Transmission and Innovation:** Encourage bearers to collaborate with the younger generation, innovate forms and content, and enhance the modern adaptability of ICH. For example, combine traditional handicrafts with modern design elements to attract more young people to participate in transmission.

## 6. Psychodynamic-Based ICH Protection Strategies

### 6.1 Construction of Psychological Support Systems

Establishing an effective psychological support system is key to enhancing the psychological resilience and transmission enthusiasm of ICH bearers. First, psychological files should be established for bearers, and regular mental health assessments should be conducted to timely identify and resolve potential psychological problems. Second, professional psychological counseling and Counseling services should be provided to help bears cope with psychological challenges such as economic pressure and social cohesion. Additionally, psychological support groups for bearers should be established to enhance their social support networks and alleviate psychological pressure through group activities and mutual aid mechanisms.

### 6.2 Enhancing Cultural Confidence of Bearers

Cultural confidence is an important psychological basis for bearers to continuously participate in the protection of ICH. Therefore, a variety of cultural education activities should be carried out to enhance bearers' identification and pride in their own culture. Through cross-cultural exchange activities, the unique value of ICH should be showcased to enhance the cultural confidence of bearers. Meanwhile, modern technological means, such as social media and online platforms, should be utilized to widely disseminate ICH and enhance its social impact and cultural value.

### 6.3 Policy and Social Support

Government and social support are crucial for the protection of ICH. The government should introduce relevant policies to provide economic subsidies and tax preferences to alleviate the economic burden of bearers. Meanwhile, psychological training programs should be conducted for bearers to enhance their ability to cope with psychological pressure. At the social level, corporate sponsorship, volunteer services, and community

support should be encouraged to create a good atmosphere for the whole society to participate in the protection of ICH. Additionally, media publicity should be used to increase social attention to ICH and enhance its cultural value identification.

## 7. Conclusions and Future Outlook

### 7.1 Research Summary

This study explores the psychological state of ICH bearers and its impact on transmission behaviors from the perspective of psychodynamics. Through literature review, case analysis, and field research, the study reveals the psychological challenges faced by bearers, such as economic pressure, social neglect, and cultural discontinuity, and proposes corresponding protection strategies. The findings indicate that the construction of psychological support systems, enhancement of cultural confidence, and policy and social support can significantly improve the psychological resilience and transmission enthusiasm of bearers, providing important guarantees for the sustainable protection of ICH.

### 7.2 Research Limitations and Future Outlook

Despite the achievements in theoretical and practical aspects, this study still has some limitations. First, the sample selection mainly focuses on traditional handicraft and folk culture bearers in specific regions, which may not fully reflect the psychological state of bearers of other regions or types of ICH. Second, the research methods mainly rely on questionnaires and in-depth interviews, lacking long-term tracking studies and quantitative assessments of the effectiveness of psychological interventions. Future research could further expand the sample scope, conduct cross-cultural studies, perform long-term tracking surveys, and evaluate the actual effectiveness of psychological intervention measures to continuously improve psychodynamic strategies for ICH protection.

### 7.3 Practical Significance and Recommendations

This study has important implications for the practice of ICH protection. First, protecting ICH should not only focus on the transmission of skills and culture but also pay attention to the psychological needs of bearers. By constructing psychological support systems and enhancing cultural confidence, the enthusiasm and sustainability of bearers' transmission behaviors can be effectively improved. Second, policymakers should pay attention to the psychological factors in ICH protection and introduce more targeted economic support and psychological training policies to create a good environment for the whole society to participate in ICH protection. Finally, it is recommended that all sectors of society actively participate in ICH protection through corporate sponsorship, volunteer services, and community activities to provide more support and help for bearers and jointly promote the sustainable development of ICH.

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