



Research on the Path of Enhancing Public Culture Vitality under the Background of Cultural and Tourism Integration

Jingyi Du

Guangzhou College of Technology and Business, Guangzhou 510800, Guangdong, China

DOI: 10.32629/memf.v5i3.2373

Abstract: During the "14th Five-Year Plan" period, the country has set goals for developing advanced socialist culture, improving social civilization, enhancing the level of public cultural services, and building a robust modern cultural industry system. The Fifth Plenary Session of the 19th Communist Party of China explicitly stated the need to promote deep integration between culture and tourism, advance the construction of urban and rural public cultural service systems, strengthen cultural confidence, and enhance the soft power of national culture. Promoting the high-quality development of culture has become an important task for China's modernization with Chinese characteristics. The integration of cultural and tourism industries can contribute to the construction and development of public cultural vitality. This paper examines the relationship between the integration of culture and tourism and the enhancement of public cultural vitality. It explores the research path for enhancing public cultural vitality in the context of cultural and tourism integration. Enhancing public cultural vitality not only enriches the content and forms of public cultural services, but also promotes the coordinated development of cultural and tourism industries. It enhances the cultural literacy of the public and increases social identification and a sense of belonging to public culture, providing strong cultural support for the construction of a harmonious society.

Keywords: integration of culture and tourism, public cultural vitality, public cultural services

1. Introduction

In the 2024 government work report, it is pointed out that efforts should be made to vigorously promote the construction of a modern industrial system and accelerate the development of new productive forces. In March 2021, the Ministry of Culture and Tourism, the National Development and Reform Commission, and the Ministry of Finance issued the "Opinions on Promoting the High-Quality Development of Public Cultural Services", which put forward the concept of "new public cultural space" and the tasks of innovatively creating new public cultural spaces in the "14th Five-Year Plan" for cultural and tourism development and the promotion of high-quality development of public cultural services.

The high-quality development of cultural industries has become an important task for China to promote the construction of Chinese-style modernization. The new public cultural space has emerged and developed under the promotion of government policies. It is a new cultural form that integrates culture and tourism and reflects the government's emphasis on people-oriented development. The new public culture can help enhance the soft power of urban culture and enrich the connotation and extension of public cultural space, further enhancing the sense of acquisition, happiness, and security of the people.

With the continuous promotion of government policies in recent years, a new cultural format integrating culture and tourism has gradually emerged, and cultural construction and public cultural services have provided strong spiritual guarantees for improving people's happiness. Further exploration is needed on how to enhance the vitality of public culture under the background of culture and tourism integration. Enhancing the vitality of public culture requires the joint efforts of the government, social organizations, and the public. This article explores the current situation, influence, and role of the integration of culture and tourism on the vitality of public culture and further proposes practical paths to enhance public cultural vitality. Implementing measures such as deepening the exploration of local cultural elements, strengthening infrastructure construction, promoting the integration of culture and tourism, promoting the integration and development of cultural industries, strengthening cultural innovation, and focusing on public participation and feedback can further stimulate public cultural vitality and provide strong cultural support for improving people's happiness.

2. The Connotation and Characteristics of Public Cultural Vitality under the Background of Integration of Culture and Tourism

Cultural vitality is a dynamic and innovative cultural energy derived from culture, with characteristics such as diversity,

inclusiveness, innovation, forward-looking, and sustainable development. Public culture is a social phenomenon formed by the government's leadership and social participation. It popularizes cultural knowledge, disseminates advanced culture, and provides spiritual nourishment to satisfy the cultural needs of the people.

Under the background of the integration of culture and tourism, public culture is reflected in different cultural forms, contents, and expressions, involving a wide range of areas. It aims to satisfy the spiritual and cultural needs of the people and promote the prosperity and development of culture. The diversity of cultural forms promotes the diversity of cultural vitality. Different cultural forms collide, tolerate, and influence each other. The content of culture covers various aspects such as humanities, history, customs, traditions, and values. Different cultural themes play positive roles in their respective cultural fields, injecting new impetus and sources into cultural vitality. To better adapt to the changes in society, economy, and technology, the public's demand for public culture is increasing, and vitality requires innovation and a forward-looking approach. Public culture needs to constantly explore and try new things, and launch cultural forms and content that keep pace with the times and meet the needs of the public. The sustainability of public cultural vitality is based on a solid cultural foundation, such as cultural heritage, traditional culture, and ethnic characteristics. The sustainability of public cultural vitality is a comprehensive process of cultural development, which not only needs to inherit traditional excellent culture but also needs to continuously absorb new ideas, new models, and new technologies, cultivate innovative spirit and innovation ability, and promote the prosperity and development of public cultural undertakings.

3. The Influence and Role of Integration of Culture and Tourism in Public Cultural Vitality

The cultural industry and tourism industry are mutually permeable and cross-integrated. Through in-depth exploration of public cultural connotations and innovative cultural products, excellent cultural elements are integrated into the public cultural service system, and the public cultural service model is optimized to create an attractive and unique market for cultural vitality. The deep integration of cultural and tourism industries is conducive to promoting the innovation and development of public culture and providing powerful scene support to increase cultural vitality. At the same time, enhancing public cultural vitality can also support the coordinated development of cultural and tourism industries and provide strong cultural support for building a harmonious society.

3.1 Enriching the content and form of public cultural services

In recent years, with the continuous promotion of government policies, the influence and role of the integration of culture and tourism on public culture have become increasingly profound. Under the influence of the integration of culture and tourism, public service forms have become more diversified, no longer limited to traditional cultural exhibitions, ethnic customs, traditional festivals, and "ten-minute" cultural circles, etc. Public culture now emphasizes integrating cultural elements and adding new forms of cultural services, such as characteristic towns, cultural and creative industries, digital museums, library + homestays/malls/communities/scenic spots, intangible cultural heritage experiences, and cultural new areas, etc. These new forms of cultural services inject new sources into public cultural vitality and greatly enhance the connotation and quality of public culture.

With the development of modern information technology, public cultural resources from different fields can be shared across regions. The cultural resources of different places can utilize new technologies such as network platforms, big data analysis, and artificial intelligence to conduct cross-regional cultural display and communication. This increases the accessibility and sharing of public culture, enhances public participation and experience, and enriches the spiritual and cultural life of the people.

3.2 Promoting the organic integration of public culture and economic development

Culture and economy are inseparable, and they interact and blend with each other, creating a strong force that maximizes the utilization of resources and multiplies the effects. Cultural productivity plays an increasingly prominent role in the overall pattern of the modern economy. In modern society, economic commodities not only have their own costs but also attach more cultural symbols and values, gradually forming an industrial chain of cultural commodities. By tapping into cultural connotations and integrating cultural elements into public culture products and services, creating cultural brands with characteristics and market competitiveness. This deep integration not only enhances the added value of cultural products but also promotes the innovative development of the cultural industry.

The integration of culture and tourism plays a crucial role in facilitating the organic amalgamation of public culture and economic development. The integration of culture and tourism infuses innovative energy into public culture, introduces elements of tourism, creates diverse cultural experiences, and enhances the attractiveness and influence of public cultural

activities. Actively promote the integrated development of public culture and tourism, enhance the aggregation of cultural and tourism public service resources, particularly focusing on seamlessly integrating tourism public service into the public cultural service system. The integration of culture and tourism supplies an abundance of high-quality resources for public cultural services, establishes exemplary cultural enclaves, appeals to a greater number of investors and tourists, forms a consumer group for cultural consumption, boosts local economic development, and augments the vitality of public culture. By achieving a win-win interaction, the integration of culture and tourism promotes the mutual development of public culture and economic growth.

3.3 Enhancing cultural confidence and a sense of belonging

In the new era and new journey, we should be guided by Xi Jinping's cultural thought, promote cultural confidence and self-improvement, consolidate cultural subjectivity, and create a brilliant new era of socialist culture. This will gather powerful spiritual power for the construction of a strong country and national rejuvenation. The construction of public culture relies on a strong cultural confidence, enhancing the public's identification and sense of belonging to the Chinese socialist culture.

By utilizing technologies such as intelligent voice, cloud tourism introductions, and VR tours, and providing more convenient and personalized services for the public, we can improve the enthusiasm and satisfaction of public participation. We can also enhance the public's understanding and appreciation of culture, which helps to improve cultural literacy. The integration of culture and tourism provides more choices for cultural consumption, meeting the increasingly diverse and personalized cultural needs of the public. Through participation in integrated cultural and tourism activities, the public can gain a deeper understanding and experience of the charm of excellent traditional Chinese culture. This enhances cultural confidence and a sense of belonging, and stimulates the vitality of national culture.

4. Problems in the Development of Public Cultural Services under the Background of Integration of Culture and Tourism

General Secretary Xi Jinping pointed out the need to promote the standardization and equality of public cultural services, adhere to government leadership and social participation, shift the focus downward, build and share together, improve the public cultural service system, and increase the coverage and applicability of basic public cultural services, as stated in the "Two Sessions" report. The Fifth Plenary Session of the 19th CPC Central Committee deployed efforts to promote the deep integration of culture and tourism development. China has made remarkable achievements in the construction of the public cultural service system, but there are still imperfections in some places compared with the growing cultural needs of the people, especially in economically underdeveloped areas, which may face the problem of a lack of funding. The public cultural service system is still inadequate, which makes it difficult to guarantee the construction and maintenance of public cultural facilities.

4.1 Unbalanced distribution of public cultural service facilities

Public cultural undertakings are mainly invested and operated by the government. By constructing a high-quality public cultural service system, every citizen can enjoy public cultural services. Public cultural construction requires a large amount of capital investment. However, at present, insufficient capital investment in many localities is still a problem in the construction of the public cultural service system, especially in economically underdeveloped areas. The public cultural service system is not perfect, which makes it difficult to guarantee the construction and maintenance of public cultural facilities.

The distribution of public cultural service facilities is uneven, resulting in disparities in the provision of cultural services across different regions. In developed and economically prosperous regions, particularly in metropolitan areas, the public cultural service system is comparatively comprehensive, with well-equipped facilities, high-quality services, active public participation, and an abundance of personnel dedicated to public service. However, in certain remote, rural, or economically underdeveloped areas, public cultural facilities are limited in number, exhibit generally low quality, have low public participation, and are staffed by a relatively small number of public service personnel, thereby impeding the regular operation of public services in these areas. The unequal distribution of public cultural services results in significant disparities in the access to and enjoyment of these services among residents in different regions, thus impeding the optimal utilization of cultural resources and constraining the public's cultural demands, cultural innovation, and cultural development. This imbalance undoubtedly obstructs the enhancement of public cultural vitality.

4.2 Unbalanced allocation of cultural resources

Owing to the disparities in economic, political, and cultural development across various regions of the country, a

substantial gap still exists in the construction of public cultural service systems between urban and rural areas. Currently, public cultural services continue to encounter the issue of monotony, characterized by outdated content and formats, and a deficiency in diversification and individualization of service offerings. Moreover, the deficiency in exploring cultural values and economic benefits, weak driving force and capacity for innovation in public cultural products, and the influence of systemic and traditional factors significantly impede the development of public cultural services.

The mechanism for sharing and constructing public cultural resources remains imperfect, resulting in limited public awareness of and participation in public cultural service activities, and frequent isolated efforts by functional departments. Inadequate innovative mechanisms necessitate the enhancement of the ongoing digitization efforts in public cultural services. The provision of innovative cultural services for the public, such as online cultural platforms, personalized one-stop experiences, and intelligent encounters, significantly lags behind the social public demand, despite the advancements in information technology. The supervision system for public cultural services requires further improvement, as it lacks public oversight and evaluation in the process of public cultural assessment.

4.3 Low public participation

Although the construction of socialist culture has been vigorously promoted and has resulted in a significant enhancement of the public's cultural consciousness, their willingness to engage in cultural activities remains relatively low. The primary factors impacting public participation include: Firstly, public cultural activities may not fully consider the evolving spiritual and cultural needs of the public, resulting in relatively outdated service content that lacks diversity and personalization. Secondly, there is insufficient popularization and promotion of cultural activities, limiting the public's understanding and timely access to information. Thirdly, the quality of public cultural services is inadequate, with some areas offering monotonous and unappealing services. Fourthly, the supply of public cultural services is imbalanced, with disparities in the level of public cultural facilities and services across different regions, leading to noticeable gaps in public cultural development.

4.4 Insufficient development of cultural industry

The cultural industry plays a significant role in the construction of public culture, and the incomplete development of the industry and the immaturity of cultural consumption concepts exert a detrimental effect on cultural vitality. The cultural industry can serve as a vital vehicle for cultural production and dissemination, and its development status directly influences the dynamism of cultural innovation and the prosperity of the cultural market.

Firstly, the industrial structure is inherently flawed. The development of the cultural industry disproportionately relies on traditional fields like news publishing, radio, and television, while emerging cultural sectors like digital culture and creative design are relatively underdeveloped. This imbalanced industrial structure leads to insufficient competition in the cultural market and hampers the creation of a diverse supply of cultural products. Secondly, the innovation capacity is lacking. Innovation constitutes the core competitiveness of the cultural industry, yet many cultural enterprises presently suffer from an insufficiency in independent innovation capabilities and the production of unique, market-competitive cultural products. This can be attributed to a dearth of research and development funding or limited technological abilities, resulting in a low rate of transforming innovation and creativity into tangible cultural goods. Thirdly, the rate of marketization progress is inconsistent. Some cultural industries have deficiencies in their development strategies, which compromises the overall level of cultural industry advancement and exacerbates the disparity between the quality of cultural products and the demands of the cultural consumption market.

5. Realizing the Paths to Enhance Public Cultural Vitality

This article presents suggestions in seven areas to address the significant challenges encountered in domestic public cultural construction and development. Drawing from the existing policy context and practical experience, these suggestions offer valuable insights for the establishment of a well-rounded and high-quality public cultural space. Against the backdrop of culture and tourism integration, the significance of public culture is growing increasingly prominent. In order to enhance public cultural vitality, the following approaches can be taken.

5.1 Promoting the integrated development of cultural and creative industries

Strengthen support for cultural industry policies and establish a robust policy framework for the cultural industry. The government should implement policy measures to foster the integrated growth of cultural and creative industries and tourism, which may include financial assistance, tax incentives, and streamlined market entry procedures. These initiatives aim to invigorate the innovation capacity of enterprises and create a favorable policy environment and resource foundation

for the advancement of the cultural industry. Encourage the innovation and growth of cultural industries through concerted efforts from the government, industry, and enterprises. Foster the creativity and passion of cultural and creative professionals to facilitate the ongoing enhancement of cultural products and services. Encourage cross-sector collaboration between cultural industries and fields like technology, education, and tourism, promoting their integration and advancement and stimulating fresh modalities for cultural development.

Foster greater collaboration and interaction between the cultural and creative industry and the tourism industry to harness the mutually reinforcing aspects of their resources, technology, and markets. Jointly generate products and services that exhibit affinity, innovation, and competitiveness. Enhance training programs in the cultural and tourism domains, nurturing professionals with interdisciplinary perspectives and practical skills, and advancing the fusion and growth of cultural industries and tourism.

Endeavor to fortify the construction of local public cultural facilities, enhance the public cultural service network, and foster the equitable development of infrastructure and services in public cultural facilities. Within the public cultural service system, underdeveloped regions like rural areas frequently represent the weakest links and therefore necessitate increased government investment in public cultural services and improved resource allocation. Concurrently, actively encourage and support the engagement of societal actors in the construction of public cultural services and cultivate a supply system of services that is diverse and multifaceted.

5.2 Stimulating the upgrading of cultural consumption

Adhere to the guiding principle of catering to the diverse consumption needs of different demographic groups. Make effective use of various social media platforms and leverage public cultural products to advocate for and encourage diversified cultural consumption methods. Enhance the public's awareness and demand for cultural products and services, and foster the integration and growth of cultural and creative industries and tourism. Seize emerging trends in the integration of industry and tourism consumption and jointly forge novel realms and spaces that foster deep interaction with regions, communities, and parks. Provide a wider consumer market for public culture, stimulate people's demand for cultural products and services, and propel the development of public cultural endeavors.

To draw a greater number of tourists and enrich the cultural consumption experience, cultural and tourism consumption models can be enhanced by incorporating cultural elements into tourist attractions and cultural activities, thus creating appealing cultural tourism sites. Other strategies may involve lowering ticket prices, implementing preferential policies, and offering discounted packages on online platforms to reduce the barriers and costs associated with cultural consumption and to encourage wider public involvement. Concurrently, guide the public in cultivating sound cultural consumption habits, and stimulate support for the healthy growth of the cultural industry through visits to noteworthy cultural attractions, participation in cultural activities, and the purchase of cultural products.

5.3 Building immersive experience new scenes

Promote the high-quality advancement of public cultural services by incorporating local cultural elements, broadening the interest of diverse demographics in various forms of public cultural products, and establishing new public cultural spaces, such as cultural venues coupled with scenic spots, libraries, home stays/malls/schools, etc. Conduct cultural activities catered to individuals of varying age groups, such as domestic reading campaigns, exhibitions featuring exceptional works in cultural halls, recitals of classic literature, and red tourism. Rigorously foster the integration of public cultural services with communities, schools, enterprises, and other domains to seamlessly intertwine with the daily lives and personal development of individuals, thus bolstering the popularity and sustainability of public involvement. Exploit local cultural elements, enhance infrastructure development, improve resource integration, promote the integration of culture and tourism, propel the amalgamation and growth of cultural industries, prioritize cultural innovation, and underscore public involvement and feedback mechanisms to invigorate public cultural vitality and offer robust spiritual support for enhancing people's well-being.

Public cultural services should comprehensively amalgamate public spaces and characteristic villages, actively utilize cultural resources to formulate immersive experience initiatives, create public cultural experiential environments that resonate with people's lives, enrich the cultural lives of individuals, cater to the diversified and personalized needs of different demographics, and more effectively showcase the value of public culture. Furthermore, augment investments in public cultural education and establish connections among the government, communities, towns, and other entities, integrating societal resources to further the commercialization of public cultural services. Enhance citizens' cultural literacy and aesthetic discernment, and foster the sharing and expansion of public cultural resources and services.

5.4 Strengthening the cultural image through social media

Given the rapid advancement of information technology, social media has emerged as a vital conduit for contemporary

information dissemination. Boasting wide coverage, real-time interactivity, and diverse formats, social media platforms serve as potent tools for bolstering public cultural vitality. The advantages of social media can be optimally harnessed to promote public cultural vitality by offering the public high-quality and convenient cultural services, enhancing the cultural literacy and engagement of individuals.

By integrating local public cultural attributes, social media platforms can serve as channels for cultural exchange and interaction, furnishing the public with opportunities to comprehend and experience local culture through visuals, textual materials, videos, and other mediums. In regions endowed with rich cultural legacies, paramount attention will be devoted to preserving and advancing exemplary traditional cultures. Capitalizing on exhibiting an array of historical and cultural treasures and presenting distinct folk customs, encompassing lantern festivals, lion and dragon dances, opera showcases, exhibitions of intangible cultural heritage, and the like, the public's adoration and pursuit of traditional culture can be fulfilled. In regions centered around contemporary culture and technological advancements, particular emphasis will be laid on cultural innovation and the cultivation of cultural industries. Through the infusion of modern technological attributes, such as science and technology museums, digital libraries, online cultural platforms, virtual reality experiences, and the like, more expedient and effective cultural services can be furnished to the public.

Cultivate cultural brands that epitomize regional attributes and enhance cultural influence. Utilize social media platforms to showcase accomplishments and noteworthy endeavors in local cultural spheres, thereby fostering a positive and enduring cultural image. Additionally, prioritize the establishment of feedback and evaluation mechanisms, eliciting public opinions and recommendations on cultural activities through social media to serve as a foundation for amelioration. Simultaneously, employ social media data to assess the efficacy of cultural initiatives, enabling adjustments and optimizations of planning and implementation strategies in future undertakings.

5.5 Integrating social resources

The integration of resources from diverse stakeholders can elevate the quality and effectiveness of public cultural services. The adoption of sophisticated enterprise management models and marketing management approaches can enhance the proficiency and service quality of public cultural establishments. The inclusion of professionals specialized in public cultural services can bolster the planning and execution capabilities of public cultural activities. The mobilization of community groups and volunteers can expand the reach and impact of public cultural services. Encourage participation and investment from all sectors of society, foster research and development, and promote market penetration of cultural and creative products. Strengthen the linkages between cultural industries and tourism, education, commerce, and other domains, with particular focus on synergizing public cultural services with economic development. Facilitate the virtuous cycle of cultural and tourism integration, leveraging resource complementarity and competitive advantages. Establish a feedback mechanism for public cultural services and promptly adjust and optimize integration strategies based on feedback. During the process of promoting marketization, exercise caution in safeguarding exceptional traditional culture, cultural heritage, and public interests, thereby ensuring the public welfare and sustainability of public cultural services.

5.6 Promoting the digitization of public cultural services

The digitization of public cultural services constitutes an inexorable trend in contemporary society, driven by the proliferation of digital technology and network computing. Digitalization has the capacity to broaden the scope of public cultural services, as exemplified by the establishment of digital libraries, digital museums, digital curriculum repositories, cloud-based tourism, cloud exhibitions, and intelligent cultural classrooms via online platforms. This enables individuals from diverse regions to participate and interact, thereby fostering greater public engagement. Concurrently, it caters to the spiritual and cultural prerequisites of various age groups. By harnessing technologies like big data analysis and artificial intelligence, one can accurately predict individuals' cultural requirements and provide tailored recommendations to enrich cultural activities and products, thus facilitating precise and personalized marketing campaigns.

5.7 Promoting the Digitization of Public Cultural Services

Given the advancements in digital technology and network computer technology, promoting the digitization of public cultural services has become an inevitable trend in the development of contemporary society. Utilize prominent platforms like the National Public Culture Cloud's database to enhance digital management and operation, facilitate resource sharing and information exchange, and enhance the level of informatization and operational efficiency of public cultural services. Digital technology can foster the integration of public culture with other sectors like the economy, tourism, science, and technology, leading to the realization of a comprehensive, multi-level, and wide-ranging cultural ecosystem.

5.8 Improving public cultural service policies and regulations

Enhance public cultural service policies and regulations by fully implementing the Public Cultural Services Guarantee Law, the Public Library Law, and other related statutes. Formulate and refine policies and regulations concerning public culture to clarify guidelines for integrating and utilizing social resources, thereby enhancing the effective functioning of public cultural development. Establish a robust system to supervise public cultural services, bolstering the ability and standard of administrative enforcement in accordance with the law. Enhance the financial safeguard mechanism, fully leveraging the guiding function of funds at all levels, and encouraging private capital participation in the construction of public cultural services. The development of public culture necessitates the collective participation and concerted efforts of the government, enterprises, social organizations, and other stakeholders. By implementing collaboration mechanisms, constructing platforms for resource sharing, and promoting cross-sector cooperation, the innovative development of the cultural industry and the commercial operation of cultural products and services can be jointly advanced.

6. Conclusion

The promotion of high-quality development of public cultural services constitutes a crucial endeavor for advancing the development of an advanced socialist culture. Public aspirations for cultural enrichment are progressively mounting, heightening the significance of enhancing public cultural vitality. Augmenting public cultural vitality, within the context of culture and tourism integration, can engender a more comprehensive, profound, and elevated integration and advancement of cultural industries. This, in turn, facilitates the attainment of collective prosperity in spiritual culture among the populace and realization of their aspirations for a better life. Elevating public cultural vitality amidst cultural and tourism integration profoundly invigorates public culture, fostering the blossom and advancement of cultural endeavors, and enhancing people's sense of accomplishments, happiness, and security.

References

- [1] Li Xiaoran. Research on the Vitality Strategy of Comprehensive Cultural Stations in Urban Streets [D]. Qingdao University of Science and Technology, 2022(01).
- [2] Wang Guangchen. Research on the Evaluation and Enhancement Strategy of the Vitality of Urban Community Public Cultural Spaces - Taking M District of Qingdao as an Example [D]. 2022(05).
- [3] General Office of the CPC Central Committee, General Office of the State Council. Opinions on Promoting the Development of "14th Five-Year Plan" for Culture [J]. Gazette of the State Council of the People's Republic of China, 2022(24):4-22.
- [4] Xie Lihang. Research on the Construction of New Public Cultural Spaces under the Background of Integration of Culture and Tourism-A Case Study of the "Encounter Rongtu" Reading Station of Fuzhou Public Library [J]. Henan Library Science Journal. 2023,43(12).
- [5] Research on the Practice Path and Strategy of Public Library Space Construction under the Background of the Integration of Culture and Tourism [J]. Library Theory and Practice. 2024(01).
- [6] Li Guoxin. The current situation and prospects of the integrated development of cultural and tourism public services [J]. Library Construction. 2023(02).
- [7] Ministry of Culture and Tourism, National Development and Reform Commission, Ministry of Finance. Opinions on Promoting the High-Quality Development of Public Cultural Services. 2021(3).