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PROJECT ACTIVITY AS A KEY TOOL FOR IMPLEMENTING THE CULTURAL POLICY OF A TERRITORIAL COMMUNITY

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Анотація. Проаналізовано основні завдання Управління культури та туризму Коломийської міської ради у сфері культури та мистецтв у відповідності до затвердженого Положення у новій редакції. Розглянуто класифікацію культурних проєктів за типами, а також кількісну оцінку та рівень охоплення аудиторії у Коломийській громаді протягом 2023–2024 років. Здійснено аналіз результативності діяльності Управління культури Коломийської громади за ключовими індикаторами. За результатами проведеного аналізу були отримані висновки, що Коломийська територіальна громада має значний потенціал для формування сучасної культурної політики у форматі проєктного управління.

Ключові слова: проєктна діяльність, культурні проєкти, культурна політика, Управління культури та туризму, проєктне управління, громада.

Abstract. The main tasks of the Department of Culture and Tourism of the Kolomyia City Council in the field of culture and art were analyzed for compliance with the approved Regulations in the new edition. The classification of cultural projects by type was considered, as well as the quantitative assessment and level of audience coverage in the Kolomyia community during 2023–2024. The effectiveness of the activities of the Department of Culture of the Kolomyia community was analyzed by key indicators. According to the results of the analysis, conclusions were drawn that the Kolomyia territorial community has significant potential for the formation of modern cultural policy in the format of project management.

Key words: project activities, cultural projects, cultural policy, Department of Culture and Tourism, project management, community

Introduction.

In the process of decentralization, local authorities in communities have received significant powers and resources. At the same time, local governments have assumed enormous responsibility for improving the quality of life of people and for the comprehensive development of the community, including cultural [1].

Among the main tasks of the Department of Culture and Tourism of Kolomyia City Council [2] in the field of culture and arts are:

❖ active support for the comprehensive development of culture in the Kolomyia

community and provision of advisory services for the development of cultural and creative industries, public initiatives;

❖ encouragement of innovative trends and experimental projects in the cultural sector, etc.

Main text.

Project activity in the field of culture as “a way of organizing, identifying and increasing the resource potential of the latter, a means of interaction with authorities, the public and partners, is a specific form of regulating socio-cultural processes” [3]. Project activity is a key tool for implementing cultural policy. During 2023–2024, the Department of Culture and Tourism of the Kolomyia City Council supported and implemented 63 cultural projects, including 21 festival initiatives, 14 educational and creative programs, 9 infrastructure projects, 8 socio-cultural projects, 6 digital and creative initiatives. The classification of cultural projects by type, as well as an assessment of their quantitative and audience coverage indicators are presented in Table 1 (based on a summary of reporting information [4] on implemented events in 2023–2024). According to the assessment of reported indicators, the total audience of cultural events amounted to 27.8 thousand people, with 44% of participants being young people under 35 years of age, which indicates a high potential for the development of the youth cultural environment.

Table 1 – Classification of implemented cultural projects by type in the Kolomyia community during 2023–2024

Type of projects	Number	Share, %	Estimated coverage, people
Festival	21	33,3	15 200
Educational and creative	14	22,2	4 800
Infrastructural	9	14,3	1 100
Sociocultural	8	12,7	3 200
Creative and digital	6	9,5	2 500
Other	5	7,9	1 000

Authoring: author's development based on [4].

As the analysis showed, the greatest impact is exerted by festival initiatives that form the community brand, help attract tourists and support local traditions. Educational and creative projects are aimed at developing human capital and cultural management competencies. Infrastructure initiatives ensure the modernization of cultural institutions, the restoration of historical sites and the creation of public spaces. Socio-cultural projects have a significant social effect - the integration of IDPs, support for veterans, art therapy programs for people with disabilities.

The analysis of the effectiveness of the Department of Culture of the Kolomyia Community shows positive dynamics according to key indicators: during the period 2021–2024, the number of cultural events increased by 17.8%, the number of partner organizations by 23.4%, and the participation rate of residents by 14.6%. However, the reporting system focuses mainly on quantitative indicators (number of events, attendance, project budget) and does not measure changes in the cultural identity of the community, the quality of cultural practices, the development of creative competencies, the level of social trust, etc. The conducted studies prove that in modern cultural policy there is a need to assess the depth of transformational processes, because cultural projects are able to form common values, create space for dialogue, increase tolerance between social groups, and form new formats of interaction between generations.

Summary and conclusions.

Have been considered the main tasks and performance indicators of the Department of Culture and Tourism of Kolomyia City Council, as well as the features of implemented cultural projects by categories in the Kolomyia community during 2023–2024.

According to the results of the analysis were received conclusions that the Kolomyia territorial community has significant potential for the formation of modern cultural policy in the format of project management. The combination of the historical and cultural environment and new managerial powers creates the opportunity to implement cultural projects that include horizontal partnerships, creative forms of cultural economy and co-financing models using grant funds.

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STRATEGIC DIMENSIONS OF GLOCALIZATION IN THE INTERNATIONAL HOTEL BUSINESS

СТРАТЕГІЧНІ ВИМІРИ ГЛОКАЛІЗАЦІЇ В МІЖНАРОДНОМУ ГОТЕЛЬНОМУ БІЗНЕСІ

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Анотація. У статті досліджено стратегічні виміри глокалізації в міжнародному готельному бізнесі в умовах посилення конкуренції та фрагментації ринків. Обґрунтовано, що глокалізація еволюціонувала від інструменту маркетингової адаптації до комплексної бізнес-стратегії, яка поєднує глобальні стандарти управління з локальними особливостями попиту, ресурсного забезпечення та культурного середовища і безпосередньо впливає на формування конкурентних переваг і довгострокову рентабельність готельних мереж. Основну увагу зосереджено на механізмах реалізації глокалізаційних рішень через дизайн сервісного продукту, гастрономічні концепції, управління персоналом і партнерства з локальними постачальниками. На основі аналізу практик провідних міжнародних готельних брендів доведено, що глокалізація виступає інструментом стратегічного управління, який забезпечує баланс між глобальною стандартизацією та локальною адаптивністю й сприяє фінансовій стійкості бізнесу та формуванню довгострокових зв'язків із місцевими громадами.

Ключові слова: адаптація до ринку, міжнародні готельні мережі, локальна ідентичність, бренд-стратегія, гостьовий досвід, стратегічне управління.

Abstract. The article examines the strategic dimensions of glocalization in the international hotel business under conditions of intensified competition and market fragmentation. It is substantiated that glocalization has evolved from a tool of marketing adaptation into a comprehensive business strategy that integrates global management standards with local characteristics of demand, resource availability, and cultural environments, directly influencing the formation of competitive advantages and the long-term profitability of hotel chains. The study focuses on the mechanisms for implementing glocalization strategies through service product design, gastronomic concepts, human resource management, and partnerships with local suppliers. Based on an analysis of practices employed by leading international hotel brands, it is demonstrated that glocalization functions as a strategic management instrument that balances global standardization with local adaptability, contributing to business sustainability and the development of long-term relationships with local communities.

Key words: market adaptation, international hotel chains, local identity, brand strategy, guest experience, strategic management.