

Innovative trends in professional education in the beauty industry as a factor in the sustainable development of the consumer services industry

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Abstract. The article is devoted to the analysis of modern trends in the development of professional education in the beauty industry. The review of materials and publications of theoretical provisions of scientific works on the problems of research is given, the structure and requirements for the component of professional education of the direction of training in the beauty industry are considered. The specifics and multi-stage nature of vocational education in this industry are revealed. Attention is focused on obtaining a working specialty, secondary vocational and higher education. Innovative methods and campaigns are considered, allowing to form the required competencies of the future specialists of the beauty industry. The higher educational institutions implementing the training of students in the direction of "Service, fashion and beauty industry" are presented. The geographical distribution of Higher educational institutions that provide training for students in the direction of "Service, fashion and beauty industry" is presented. The paper reveals the essence of the beauty industry and analyzes the geographical location of the annual profile events of this industry, which make it possible to organize and conduct practical training at production sites. Special attention in this study focuses on the need to switch to blended learning, that is, a combination of traditional and online learning. In this regard, the use of innovations in the professional education of beauty industry personnel seems optimal, taking into account several areas of education. Traditional and practice-oriented approaches in education are the main such directions. Education should be comprehensive and end-to-end, approaches should be applied in parallel, at the same time complement each other and consistently go through the entire learning process.

1 Introduction

To date, the vocational education system of the Russian Federation has an extensive network of educational institutions that provides primary, secondary and higher vocational education. Higher education occupies an important place in the system of continuing education. It is directly or indirectly related to science, technology and culture of society, and the economy as a whole. Therefore, the development of higher education is an important part of the overall national development strategy. The key to the training of qualified personnel in all sectors of

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the economy, both the non-production sector and the service sector, are utilities, in which the beauty industry is located. Professional personnel are experiencing a shortage in modern conditions.

Therefore, an urgent issue is to identify the features of university training in this area.

The structure of HPE is regulated by the state standard "Federal State Educational Standard of Higher Education". It is a comprehensive federal standard for the quality of higher education, mandatory for all higher education institutions in the territory of the Russian Federation. It reflects the requirements necessary for universities to fulfill the requirements for the compilation and structure of basic educational programs.

HPE includes theoretical and practical training of students. The requirements for the theoretical component of the learning process are reflected in the federal standard and are fully implemented by universities. Therefore, the mastering of the theoretical block by students does not cause doubts. But this is not enough for a highly qualified staff. It is practical training that plays a key role in the process of teaching students, since as a result of practical training, the student receives the necessary skills and work experience in the field of the future specialty.

One of the key roles in professional training is played by innovative approaches and methods that allow using non-standard forms and techniques to form the required competencies of a future beauty industry specialist. It is the use of innovative technologies that can become a kind of link between theoretical training and practical training, contribute to the application of an individual approach, the use of new educational forms and techniques that allow students to be trained taking into account the intensive development of the beauty industry.

The purpose of the study is to identify innovative trends and improve professional education in the beauty industry.

According to the goal, it is necessary to solve the following tasks: to consider the structure and requirements for the component of professional education of the direction of training in the beauty industry, to reveal the concept of the beauty industry as a sphere of non-production services; to identify the specifics and multi-stage professional education in this industry; to consider innovative methods and campaigns that allow to form the required competencies of a future specialist in the beauty industry.

2 Background and methods

The concept of this article is based on the theoretical provisions of scientific works by such authors as: A. Mai Walder [1], J.Chun-Chung Chow, Cheng Ren, Brenda Mathias, Jiaying Liu [2], Mei-ju Keir-Shen, Jani Ursin, Kari Nissinen [3], Viv Ellis, Ann Childs [4], Nicole C. Jackson [5], who in their writings consider the research of innovations in education. In Russian science, the problems of innovative trends in higher education are dealt with by such authors as: L.Kazmina, V.Makarenko, V. Provotorina, E. Shevchenko, A. Petrenko [6,7].

Modern pedagogical techniques and methods, which the authors rely on in this work, are presented in the studies of A. D. Daniel, R. A. Costa, M. Pita, C. Costa [8], V. Ndou Gioconda Mele, P. Del Vecchio [9], J.i Qian, R. Law Xinjian Li, [10].

The scientific literature indicates that in the light of the current global problems of professional training, it is necessary to reorient and revise education for the development of responsible future practitioners A.B. Barkathunnisha, D. Lee, A. Price [11].

Studies by C.M. Costa, S. Mendonca [12], T. T.N.Nguyen [13], Y. L. Chun, Z.M. Laroche [14] are devoted to the problems and prospects of the development of the beauty industry.

It should be noted that professional personnel play key roles in the development of the beauty industry. This is confirmed by the provisions of the works of Y. Osipova, L. Kazmina [15].

The understanding of the need to improve students' practical skills in the field of vocational education is based on the views of Y. Zhang [16], S. Schweinsberg, S. L. Wearing, P. McManus [17], Huei-Ming C. Yu-Li Chen, W.H. Huang [18].

The article uses the provisions and materials of N. C. Jackson [19], which provide a justification for the need to develop new professional competencies based on a mixed, practice-oriented higher education. For this study, the provisions of the works of Y. Osipova, L. Kazmina [20,21, 22] were also taken into account.

The work used such research methods as the search method in the selection of materials and publications of theoretical provisions of scientific papers on the problems of research, the descriptive method used in the characterization of vocational education in the IT industry; statistical analysis, consisting in the identification and subsequent analysis of higher educational institutions implementing the training direction "Service of the fashion and beauty industry"; cartographic analysis of annual profile events of this industry, which make it possible to organize and conduct practical training as production sites.

3 Results

The beauty industry is a service sector that combines such areas as cosmetology, hairdressing, nail service, make-up, permanent makeup, tattooing, SPA treatments, massage parlors, tanning studios, etc.

Analyzing the current state of the beauty industry in Russia, it should be noted that this area of the economy is one of the dynamically developing. At the same time, the beauty industry is subject to high competition. The successful functioning of beauty enterprises consists in the organization of services that meet modern standards and the provision of quality services, which is directly related to the qualification of personnel.

It is worth noting that professional education in the beauty industry has its own specifics. As a rule, specialists receive working specialties in this industry in secondary specialized professional educational institutions. The next stage of improving the level of training is higher education institutions. Universities currently train top-level specialists - managers and managers of the beauty industry.

Today, in almost many regions of Russia, including the Rostov region, the beauty industry occupies a leading position in the market of services to the population.

In order to develop and support the beauty industry in the conditions of a modern market economy, to protect their interests in federal and regional authorities, in 2018, on the initiative of a number of enterprises, the All-Russian public Organization "Association of Beauty Industry Professionals" was established.

Currently, the Association unites more than 1,500 large, medium and small commercial and non-profit organizations and enterprises of the beauty industry, individual entrepreneurs, self-employed citizens, organizations and enterprises of related and supporting spheres (suppliers, media, educational institutions, etc.) from 60 regions of the country.

In the conditions of a dynamically developing service sector, changing customer needs for the types and quality of service, a high level of staff qualification is one of the main factors for the effective functioning of beauty industry enterprises.

Considering modern vocational education, we can say that it is a single purposeful process of education and training, which is a socially significant good and carried out in the interests of a person, family, society and the state, as well as a set of acquired knowledge, skills, values, experience and competencies of certain scope and complexity for the purposes of intellectual, spiritual and moral, creative, physical and (or) professional development of a person, satisfaction of his educational needs and interests. In the modern conditions of reforming the Russian educational system, innovative processes are becoming increasingly widespread. The field of education is one of the most leading industries, largely determining the creation

of an innovative climate and the competitiveness of the economy as a whole. The introduction of innovations in the system of professional education in the beauty industry should be considered as a continuous process and a component of everyday educational activities.

Modern statistics show that the most active participants in the process of becoming a beauty industry are cities such as Moscow, St. Petersburg, Yekaterinburg, Rostov, Kazan and then, in descending order, almost all regions of Russia. Competition in these cities increases from year to year, which undoubtedly should affect professional education in the beauty industry.

Nevertheless, an analysis of Higher educational institutions in Russia has shown that at the moment, out of 140 universities implementing the training direction 43.03.01. "Service", only 8 train professional personnel in the profile "Service of the fashion and beauty industry".

Table 1. Universities implementing the direction of training 43.03.01. "Service" profile "Service of the fashion and beauty industry"

№	Name of the university	Faculty	Location	Form of ownership
1.	Institute of Economics and Culture	Faculty of Service and Tourism	Moscow	non-governmental university
2.	Technological Institute of Service (branch) Don State Technical University in Stavropol	Faculty of Economics and Service	Stavropol	State University
3.	Northeastern Federal University named after M.K. Ammosov	Institute of Languages and Culture of the Peoples of the North-East of the Russian Federation	Yakutsk	State University
4.	Art and Technical Institute	Faculty of Media Communications and Creative Industries	St. Petersburg	non-governmental university
5.	Institute of Food Technology and Design - Branch of Nizhny Novgorod State University of Engineering and Economics	Faculty of Technology and Design of the University of Economics	Nizhny Novgorod	State University
6.	Don State Technical University	Faculty of Service and Tourism	Rostov-on-Don	State University
7.	Omsk State Technical University	Faculty of Art and Technology	Omsk	State University
8.	Volgograd State Socio-Pedagogical University	Faculty of Service and Tourism	Volgograd	State University

According to the results of training, a graduate in the field of service should have the following knowledge and skills: to carry out service activities taking into account historical, religious and ethno-cultural traditions; be able to make a psychological portrait of the consumer and know the specifics of working with each of the psychological types; be able to monitor and diagnose service objects; be ready to advise the consumer; establish working relationships with clients; practice the use of modern information technologies; to engage in production and economic activities of the enterprise providing services; to study scientific

and technical innovations, Russian and foreign experience in service activities; to engage in research activities, analyzing the socio-psychological characteristics of the consumer, taking into account national, regional and demographic factors; to investigate consumer demand and monitoring customer needs; to set standards and certify the formation customer relations.

All this knowledge and skills, the student receives in the process of theoretical and practical training, and a high professional level is achieved with the use of innovative educational technologies in the learning process.

Innovative educational technologies, represent developing learning, problem-based learning, multi-level learning, collective learning system, technology for solving research problems, the use of research method in teaching, project methods, "debate" technology, modular and block-modular learning technology, lecture-seminar-credit training system, technology for the development of "critical thinking", the technology of using game methods in teaching: role-playing, business and other educational games, learning in cooperation, information and communication technologies, health-saving technologies, the portfolio innovation assessment system, distance learning technology.

According to the specifics of the content, information learning technologies, game learning technologies, dialog learning technologies, problem-based learning technologies and project-based learning technologies are distinguished.

At the same time, it is necessary to focus on advanced technologies, that is, those that not only correspond to the current level of development of the beauty industry, but are also directed to the future, since, as a rule, the student begins active professional activity upon completion of the training process, that is, several years after obtaining basic knowledge, skills and abilities.

In modern professional education in the beauty industry, the most relevant are project technologies (project training), brainstorming (problem-based training), training in the format of a business game (dialog and game training), interactive and video technologies (information training).

4 Discussion

Considering the innovations of modern professional education in the beauty industry, it can be assumed that in order to obtain the highest category of professionalism, it is necessary to go through such basic stages of education as obtaining a working specialty, obtaining a secondary special and further higher education. Only in a complex, all these stages of education will allow you to prepare highly qualified personnel, ready-made professionals of the beauty industry.

The requirements for the theoretical component of the learning process are reflected in the federal standard and are fully implemented by universities. Therefore, the mastering of the theoretical block by students does not cause doubts.

Nevertheless, the transition to mixed learning, that is, a combination of traditional and online learning (webinars, master classes via Skype, Zoom, Vebex, thematic marathons, flash mobs, quests, e-learning, distance learning using various platforms, etc.) is becoming a necessary and urgent requirement of the time. for example, distance learning system "Moodle" "Edmodo", "Google Classroom", etc.).

The use of innovative educational technologies in the professional education of the beauty industry should be primarily practice-oriented.

It is practical training that plays a key role in the process of teaching students, since as a result of practical training, the necessary skills and work experience in the field of the future specialty are acquired.

Thus, when organizing the educational process, it is necessary to focus on innovative forms and methods of practical training of beauty industry personnel. Systematically monitor

the trends in the development of the industry, study the needs of the service market and implement all this educational process.

In our opinion, innovative trends in the beauty industry at the moment are such forms of professional education as: additional education (not only in their profession, but also in related knowledge-giving, for example, in biology, chemistry, medicine, etc.); professional development; professional retraining by obtaining a new type of professional qualification; professional retraining with obtaining an additional type of professional qualification; professional internships; attending master classes; attending training seminars, trainings and specialized exhibitions; participation in beauty forums; attending annual events of the beauty industry.

It should also be noted that for the full comprehensive training of beauty industry professionals and their practical skills, it is necessary to create sites at universities, for example, as the "Academy of Beauty" at the Don State Technical University of Rostov-on-Don.

It should be noted that annual events of the beauty industry of the All-Russian and regional levels with the international participation of specialists in the field of beauty are also held on the territory of Russia. The most well-known of them are presented in Table 2.

Table 2 – Annual planned events of the beauty industry at the regional level in 2022

№	Name of the exhibition (event)	Venue (country, city)	Dates of the event	Venue
1.	СSiberian Beauty Week	Russia, Novosibirsk	28.09 - 30.09	Expocentre
2.	СEco Beauty Expo	Russia, Moscow	29.09 - 01.10	EVENT-XOJJI Info Space
3.	СBeauty Show Ural	Russia, Yekaterinburg	06.10 - 08.10	Yekaterinburg-Expo
4.	СSamara Beauty Expo	Russia, Samara	06.10 - 09.10	Expo-Volga, VC
5.	СInSharmExpo	Russia, Moscow	26.10 - 29.10	Crocus Expo IEC
6.	СMade in Russia	Russia, Moscow	02.11 - 03.11	Start Hub
7.	СBeauty and health	Russia, Saint Petersburg	02.11 - 09.11	Forum, TK
8.	СBeauty-market Beauty on the Volga	Russia, Volgograd	03.11 - 05.11	Expocentre Exhibition Complex
9.	СBeauty and health	Russia, Belgorod	09.11 - 11.11	Belexpocenter, VKK
10.	СThe world of style and beauty	Russia, Irkutsk	10.11 - 30.11	Sibexpocenter, VK
11.	СTrends Of Beauty	Russia, Moscow	22.11 - 24.11	Riviera, shopping center
12.	СBeauty Industry	Russia, Chelyabinsk	24.11 - 26.11	Pobeda
13.	СBeauty Technologies	Russia, Yekaterinburg	06.12 - 07.12	Palace of Culture of Railway Workers
14.	ССharm. Rostov-on-Don	Russia, Rostov-on-Don	09.02 - 12.02	DonExpocenter,KVK
15.	СBeautyChemiCos	Russia, Moscow	21.03 - 23.03	Crocus Expo IEC
16.	СDays of beauty in Ufa	Russia, Ufa	25.04 – 28.04	VDNKH-EXPO
17.	СBeauty Show Krasnodar	Russia, Krasnodar	24.05 - 26.05	Expograd South

The presented events are not only introductory in nature, but also contain educational aspects. As part of attending events in this direction, students not only get acquainted with the latest trends in the beauty industry, but also have the opportunity to attend official and informal meetings of specialists, take part in seminars, master classes, and also participate in professional competitive programs.

5 Conclusions

Thus, the conducted research of innovative trends in professional education in the beauty industry allows us to draw the following conclusions. Today, the beauty industry in Russia is one of the dynamically developing areas of the economy. At the same time, the beauty industry is subject to high competition. The successful functioning of beauty enterprises consists in the organization of services that meet modern standards and the provision of quality services, which is directly related to the professional training of personnel.

In the conditions of a dynamically developing service sector, changing customer needs for the types and quality of service, a high level of staff qualification is one of the main factors for the effective functioning of beauty industry enterprises.

Considering modern vocational education, we can say that it is a single purposeful process of education and training, which is a socially significant good and carried out in the interests of a person, family, society and the state, as well as a set of acquired knowledge, skills, values, experience and competencies of certain scope and complexity for the purposes of intellectual, spiritual and moral, creative, physical and (or) professional development of a person, satisfaction of his educational needs and interests.

The use of innovations in the professional education of beauty industry personnel seems optimal, taking into account several areas of education. Traditional and practice-oriented approaches in education are the main such directions. Education should be comprehensive and end-to-end, approaches should be applied in parallel, at the same time complement each other and consistently go through the entire learning process.

In our opinion, innovative trends in the beauty industry at the moment are such forms of professional education as:

- additional education (not only in their profession, but also in related knowledge, for example, in biology, chemistry, medicine, etc.);
- professional development;
- professional retraining by obtaining a new type of professional qualification;
- professional retraining with obtaining an additional type of professional qualification;
- professional internships;
- attending master classes;
- attending training seminars;
- attending trainings;
- visiting specialized exhibitions;
- participation in beauty forums;
- attending annual beauty industry events;
- development and implementation of advanced training courses with the involvement of masters of the beauty industry of international level;
- organization of online exhibitions (for example, as a structural element in specialized online exhibitions);
- invitation of masters of nail service, hairdressing and organization of master classes within the framework of practical classes;

- holding conferences and forums with the invitation of beauty specialists of international level on the basis of profile universities;
- conducting specialized thematic events "Beauty Weeks", "Festivals of hairdressing", "Festivals of nail service", "Contests of students-masters of the beauty industry".

It should also be noted that for the full comprehensive training of beauty industry professionals and their practical skills, it is necessary to create enterprises at universities, for example, as the "Academy of Beauty" at the Don State Technical University of Rostov-on-Don.

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