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THE ROLE

OF EFFECTIVE COMMUNICATION SKILLS IN HAIR CARE AND BEAUTY SERVICES AND THEIR EFFECT ON OCCUPATIONAL ACHIEVEMENT

EL PAPEL DE LAS HABILIDADES DE COMUNICACIÓN EFECTIVAS EN LOS SERVICIOS DE CUIDADO Y BELLEZA DEL CABELLO Y SU EFECTO EN EL LOGRO OCUPACIONAL

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ABSTRACT

Since the earliest times, the concept of beauty has gone through many changes. Today, hair care and beauty services (HCBS), comes out a major economic sector. With the influence of technology, science and medicine, the concept of beauty today is especially affecting women. The role of effective communication and its impact on professional success in the functioning of HCBS, which has become such a large economic sector, is the subject of this research.

In this research, participant's questions were asked as "How important is effective communication in HCBS? Can communication skills interfere with professional success?". Is there a differentiation in the communication skills between master-apprentice training and academic training?". Standardized open-ended interviews were conducted with 15 sector employees using qualitative research methods, followed by content analysis. It is seen that effective communication has a role as much as professional success in HCBS and good communication skills can prevent professional success from time to time. It is concluded that the popularity created through a well-established communication helps to minimize the problems that may occur during the service process and increase the criteria of professional success.

Keywords:

Beauty services, the role of effective communication, professional success.

RESUMEN

Desde los primeros tiempos, el concepto de belleza ha pasado por muchos cambios. Hoy en día, el cuidado del cabello y los servicios de belleza (HCBS), sale un sector económico importante. Con la influencia de la tecnología, la ciencia y la medicina, el concepto de belleza actual afecta especialmente a las mujeres. El papel de la comunicación efectiva y su impacto en el éxito profesional en el funcionamiento de HCBS, que se ha convertido en un sector económico tan grande, es el tema de esta investigación. En esta investigación, las preguntas de los participantes se formularon como "¿Qué tan importante es la comunicación efectiva en HCBS? ¿Pueden las habilidades de comunicación interferir con el éxito profesional?" ¿Existe una diferencia en las habilidades de comunicación entre la formación de maestro-aprendiz y la formación académica? Se realizaron entrevistas abiertas estandarizadas con 15 empleados del sector utilizando métodos de investigación cualitativos, seguidos de análisis de contenido. Se ve que la comunicación efectiva tiene un papel tanto como el éxito profesional en HCBS y las buenas habilidades de comunicación pueden evitar el éxito profesional de vez en cuando. Se concluye que la popularidad creada a través de una comunicación bien establecida ayuda a minimizar los problemas que pueden ocurrir durante el proceso de servicio y aumentar los criterios de éxito profesional.

Palabras clave:

Servicios de belleza, el papel de la comunicación efectiva, el éxito profesional.

INTRODUCTION

The sense of beauty or appearance of beauty is as old as the existence of man. However, it took a long time for beauty, care, personal hygiene and hygiene to become a science. Of the people we accept as two sexes, the female is undoubtedly in search of more aesthetics and more beauty than the masculine.

Being able to answer this quest of women has brought a new branch of science and a new aesthetic understanding with the effect of developing technology and science. The criteria of bodily beauty envisaged by modernity have been universally accepted and self-care practices have been developed with the aim of achieving these criteria. In the 15th and 16th centuries, women's understanding of beauty was different, as in many periods. The large, curved lines were the most important determinant of beauty. The openness of the foreheads was another indication of beauty. In order to keep the hair between the foreheads more intensified, the women severed or shaved their hair. The reason for all this effort was to look more beautiful, that is to hold between eyebrows and hair quite a lot. At that time (Renaissance), wide-browed women were more aesthetic than most of society. Being the subject of sociology of the body and its conceptualization as "sociology of the body, brought about discussions about whether the individual is determined by the cultural processes or determines the processes in the social life (Demez, 2009). Although it does not appear to be a much emphasized concept, it has great importance in terms of consistency and effective communication. In order for a healthy communication to take place, non-auditory attitudes and movements must be compatible with auditory narratives. The meaning on the face, gestures, body expressions and facial expressions, voice, tone of voice, color, form of expression, and in particular, should be compatible with the content of the established sentences. It can be said that the message and effective discourse and behavior are directly proportional to the expected behavior of the target audience and the effect of the message on the target audience. Communication skills can be summarized as sensitivity to verbal and non-verbal messages, listening effectively and reacting effectively (Korkut, 2004).

As it is known, communication is an effective process which is composed of many elements such as different channels, target audiences and messages. However, if these channels and elements are not used correctly, an effective and positive expected process can occur in the contrary situation. In order to talk about the impact of a positive and functioning interpersonal process, it is necessary to look at its consequences. In this context, the positive message given by the customers, experts, employees

and individuals who serve and receive service in the context of interpersonal relations and communication plays a key role in reaching the result. Human communication with the environment begins within itself.

A person in the process of interpersonal communication becomes both a source of information and a recipient for short periods of time. This person who tries to produce information when it is a source of information and to interpret the information when it is a target has to carry out internal communication in both cases.

Communication in hair care and beauty services is more complex than the relationship between many clients. As the name of the service is relatively different and the beauty concept is unique to the individual, finding a common denominator may be more troublesome. It is of great importance for the continuation of the profession and customer satisfaction that the relations between the service provider and the service provider meet at minimum and result in widespread appreciation.

Individuals can be successful to the extent that they can recognize and express their own feelings and thoughts, take into account the feelings and thoughts of the other party and adjust their behavior according to the context in which they are located (Signe and Van Schaik, 2000). From this point of view, it is a factor that positively affects the professional success of the practitioner, professional or expert who tries to direct the customer to the right one with the awareness that the results will not be appropriate, aesthetic or healthy in the hair care and beauty services. It is noteworthy that the communication skills (or learning) among the most prominent and common characteristics of the people who are defined as very successful in the professional sense are highly developed.

Effective use of communication skills in hair care and beauty services, where persuasion and suggestion is extremely important, should be taught and learned at all levels. For this reason, it is extremely important to investigate, implement and improve the level of communication skills that may be useful on communication skills and training. In addition to those who think that communication skills are innate and intuitive, many studies show that most elements of communication techniques have learnable and teachable features (Korkut, 2004). It is clear that the success in the profession is integrated in a communication-oriented approach, especially in the decoding of professional development. People may find themselves lonely, excluded or failing in their professional lives, where communication skills, especially hair care and beauty services are considered to be essential to success in all areas. If interpersonal skills cannot be learned, productivity and

satisfaction that are important for the relationship are lost (Johnson, 1993).

Managers and professionals who use social intelligence, are aware of their experience and characteristics and are sensitive to the feelings, needs and desires of their employees and customers, naturally build all their communication on the right forms. In this context, managers and / or craftsmen can easily express their ideas, mobilize their clients and most importantly their customers in the direction they wish, and manage to keep healthy thinking and situations under control even in negative conditions and situations.

Organizational communication focuses on messages prepared by the source to influence human behavior, channels to transmit these messages, and receptors that decipher the message at the perception level. Organizational communication between individuals and groups should be the element that provides the appropriate interaction.

People with this ability and equipment are especially able to manage the negative environment of conflicts and mismatches with minimal damage and to turn the situation into a positive form. It is observed that people with these characteristics, that we have realized that their communication skills are very advanced, have increased their professional success in parallel and they are seen as very successful in their environment and profession. The contribution of all these communication skills to professional success is largely agreed. However, in addition to good communication with customers and / or customers, one of the important points is to ensure that the communication channels established by the owner or manager with employees are perceived as corporate structures.

One of the basic elements of success is the health of service-customer communication. However, this success can be evaluated in direct proportion to the harmony and communication between the employees. Another factor in success is the correct communication techniques established by managers and employees in the field of hair care and beauty services. When manager-employee relations are as they should be, this will also be reflected in employee-customer relations. In order for the manager to communicate effectively; firstly, the group to be communicated and their characteristics should be determined, then developing communication strategies in parallel with organizational objectives, then conducting communication strategies and finally establishing effective dialogues. The ability of managers to influence their conversations with employees' ties subordinates more strongly to objectives. Transparency, trust and open conversation are important for managers in terms of communication. In

addition, teamwork and time management success and employee performance is said to be possible with the development of effective listening skills of the manager. The importance of attitude, persuasion, persuasiveness and positive approaches once again emerges in a branch where visual elements can be called as hair care and beauty services.

In terms of impact on a country's economic and industrial development, the credentials of students pursuing technical and vocational education and training play a significant role. Alkan, Doğan & Sezgin (1998), state that key focus of vocational and technical education is to develop an individual's personal skills and practical capabilities which are essential to succeed in their chosen profession. Karadeniz (2008), defines Vocational education as a way of training individuals seeking a career which involve a combination of formal and informal education in commercial, industrial, agricultural as well as other service areas.

The effectiveness of vocational and technical education depends on the teacher's ability to create useful production material. In addition to these teachers need to be aware of the rapidly changing environment around them and continually improve vocational and technical education methods.

Sezgin (2004), states that the aim of vocational education is to bring an individual and his career into harmony. It is necessary to develop the theoretical knowledge that will link the person with their profession. This process focuses on the quality of curricula content and goal setting. As a result, educational programs in schools are now being designed and administered to individuals based on these goals.

According to Öner (1992), the aim of vocational and technical education is to "educate intermediate workers in a particular profession". Technological developments have concluded in various professions emerging. It has therefore led to the need to train intermediate employees in these professions. As professions develop and change, the goals, functioning, graduate qualifications and employment areas of this educational process will inevitably change.

The objectives of vocational education are to equip individuals with qualifications that enables them to gain employment and earn a livelihood. This will provide ability for countries to meet ever demanding labour needs (Akyol, 1999).

The objective assessment of educational needs makes it possible to assess practical teaching goals (Taymaz, 1981; Demirel, 2009). This ensures that a realistic curriculum for

education is created. Below are the three forms of educational needs:

1. Identifying whether the person's qualifications are sufficient for the vocation chosen
2. Determining the course of educational technologies in order to optimize the curriculum of education
3. Knowing the industry's standards of hiring the individuals undergoing vocational training.

In developing countries, the solution of economic and social problems arising from globalization is possible with the knowledge, innovation and employment. Vocational and technical education is one of the most important factors for the development of an each country and a sustainable economic policy. This will be maintained through effective learning methods and effective curriculum. Today vocational and technical education in higher education is carried out especially by higher vocational schools. In an economic structure where vocational education is so important, the beauty services sector has also taken its place.

The amendment made in article 3708/2 which was promulgated in the Official Gazette in 03.04.1991, read that universities and advanced technology institutes as well as faculties, institutes and colleges therein are established by law under higher education planning upon the view or proposal of the Board of Higher Education and in line with the principles and goals of development plans and programs. With the affiliation of vocational schools to universities and following the decisions taken after 1991 by the Council of Ministers, universities quickly started to establish vocational schools also in districts, initially within university campuses. For university administrations, opening colleges and thus increasing the number of students seemed easier than establishing faculties in terms of meeting academic staff and infrastructure requirements. In the academic year of 1998-1999, many districts which were provincially more active than others saw the establishment of vocational schools. Both the district administrations and civilian NGOs in the district regarded vocational schools as factories without chimneys which resulted in increased support to school administrations for the allocation of buildings, plots and dormitories. Political figures in provinces and districts occasionally took initiatives for the opening of vocational schools in their districts and made commitments to the school administrations for the provision of a building either for the school or the dormitory. In 2000, it was seen that vocational schools were opened in many districts.

The rapid development of hair care and beauty services associate degree program and its creation of an employment potential and services sector more than estimated

expedited the need of training in this field. It is seen as inevitable that the demand for experts who have knowledge, expertise and experience in this field would hence increase.

Many individuals who are working in this field started their employment in the form of a master-apprentice relationship. Naturally, training is one of the most significant elements in this profession which develops rapidly and which integrates technological novelties in a very short time.

The Hair Care and Beauty Services Program has taken its place in our country as a significant field of occupation under the umbrella of vocational training.

Presently, the importance individuals attach to their appearance has increased considerably and the basic elements of one's appearance are the outfit and body care. The technological developments and the diversity of cosmetic products, on the other hand, contributed to sectoral development (Kahya, 2015).

Within this developmental process, hair care and beauty services stand out especially as a program with a high employment rate after graduation. When a comparison is made as to the student quotas of the program and the placement, it is seen that its placement rate within state universities is 100%.

When the development of hair care and beauty services and its history in Turkey is examined, it is seen that its roots go back to Women Teachers' Vocational School opened in Ankara in 1962 by the Ministry of National Education in order to train teachers of vocational training with a view to continue self-educated teaching in more scientific norms. Subsequently, with the statutory decree numbered 41 and dated 20 July 1982, said school was converted into "Girls' School of Art Education" and it was affiliated to the Vocational Training Faculty of Gazi University. In 1992, however, it was converted into "Vocational Non-Formal Training Faculty" under the law numbered 3827 and was united with the "Vocational Training Faculty" under the statutory decree promulgated in the Official Gazette numbered 24168 and dated 12 September 2000 (Kahraman, 2002). In 2009, with the decision of the Council of Ministers numbered 15546, vocational training faculties were closed and new faculties were established pursuant to the same law. The graduate department within the relevant faculty was excluded from the faculty of education and was affiliated to the newly established art and design faculty under the name Art Major of Hair and Beauty Services. As of 2011, accepting graduate students was halted. Within its transformation, apart from graduate departments, associate degree programs started to be opened in various

provinces, the first being within Gazi University, based on the need to train qualified work force for the sector.

Sub-questions

1. In your opinion what is told about “communication” in beauty services?
2. How important is effective communication in Beauty Services?
3. How do you describe the role of communication in your professional success?
4. Do you think that communication skills prevent your professional achievements?
5. Which criteria do you think effective communication in the profession should cover?
6. Are you satisfied with the communication curriculum in your education? If there are any deficiencies, what kind of training should be taken?
7. Do you witness any communication problems related to the profession? If yes, please you elaborate.
8. By skillful apprentice communication skills; What kind of variability do you see the in the communication skills between the modern educational fields?
9. Do you have colleagues who deserve or do not deserve due to competence or inadequacy in communication skills?
10. Do you have an effort to develop your communication skills in addition to your professional success?

MATERIAL AND METHODS

In this study, the descriptive research method was used in order to examine the role of effective communication skills in hair care and beauty services and their effect on occupational achievement. In accordance with the qualitative research approach, the case study model was employed. Descriptive research involves generalizations on scientific principles like recording, observation, ascertaining relationships between phenomena as well as on unchangeable and controlled principles of science. In short, the descriptive aspect of science comes into prominence. The study participants included 15 sector employees. Purposive sampling and convenience sampling were used as the sampling methods (Table 1).

Table 1. Personal characteristics of the study group.

	Theme	N
Gender	Woman	8
	Man	7
Age	25-29 age	6
	30-35 age	6
	36-40 age	1
	40-over	2
Nationality	Turkish Cypriot	8
	Turkish	4
	Other	3
Marital Status	Single	8
	Married	7
Education status	Primary school	3
	Secondary school	2
	High school	6
	University	3
	Master	1

In this study conducted to examine the role of effective communication and its effect on professional success in the functioning of hair care and beauty services (HCBS); How important is effective communication in HCBS? Can communication skills prevent professional success? Is there a differentiation in the communication skills between master-apprentice training and academic training? questions were asked. Standardized open-ended interviews were conducted with 15 sector employees using qualitative research methods, followed by content analysis. While the responses of the participants are in quotation marks in italics, “P” in parentheses means the participant. Also represents the first participant. The participants are asked their opinion about “Communication” in beauty services? in the form of a question. The answers given by the participants to this question are as follows.

When we talk about communication, the communication between the employees, the communication between the employee and the manager, the communication between the employees, the manager and the customers come to my mind. As can be seen, a sector where communication is used very effectively,

RESULTS AND DISCUSSION

When we say communication in beauty services, we see that visually is important in human relations. In addition to visually, I think that attitudes and behaviors are important in terms of influence and persuasion on people. Speaking

efficiently and communicating well and understanding of each other.

Proper customer relationship, dialogue with the customer, talking in a result-oriented and productive manner, perceiving the requests of the consultant (customer) correctly, speaking in an appropriate manner to the profession and addressing them.

Effective communication is essential to understand what the customer says. Correct communication is essential in every field. It is especially necessary in our field. The customer prefers environments where he can get good energy and be happy.

As seen from these answers, many of the participants realized the importance of communication in professional or social sense. However, participants who think that communication is connected to each individual naturally draw attention to another detail and emphasized that not only Customer-Operator relations but also internal communication is important.

Organizational communication is an important process in providing communication and interaction between the units within the organization and coordinating the relations of the organization with the external environment (Demirtaş, 2010).

Correct organization of internal relations also positively affects customer relations. As in almost all other areas, the peace of mind, harmony and the healthy establishment of the dialogues in hair care and beauty services will create a positive perception in the customer's view of the institution. In addition, some participants stated that communication accidents that may occur in the field of communication may have negative consequences, and pointed out that the perceptions are correct and the messages are understandable. In your opinion, how important is effective communication in beauty services? The answers given to another question is as follows.

Effective communication is very important in our profession. Understanding what the customer wants, and expressing ourselves correctly, is a necessary communication process. A person who cannot express himself correctly is also lacking in persuading the customer.

If the communication is sufficiently clear, the message to be transmitted effectively reaches the recipient. If communication is poor, it will cause continuous confusion. This is a disturbing situation in our profession. Effective communication is very important in doing our profession. I think communication is 70% of our profession.

If you do not have sufficient communication skills to describe the service you can provide, you cannot take the first step (to describe yourself and your abilities) to demonstrate your skills.

I think communication is of great importance. The expert in this field reigns as much as the psychologist. You tell your troubles and want to be heard. You also need to be a good audience and listener when receiving services.

The participants stated that besides professional success in hair care and beauty services, effective communication skills are of great importance. However, some participants emphasized the need to understand not only the narratives of the operator, but also the wishes and messages of the customer. Another participant stated that communication skills can sometimes prevent the service provided and stated that he sees the role of communication at 70% level.

Another participant, as explained by the communication sciences, stated that if all the concepts of source, message and target audience are experienced without problems, communication success can be achieved and it can contribute to professional success. These expressions once again show how much communication is related to professional success. How would you describe the role of communication in your professional success? The participants answered the question as follows.

I put the role of communication in professional success first. The stronger my communication, the more satisfied my customer is. And after getting the service, he goes out as a happy person in the shop. This is necessary for the customer to choose you. Our customers are smiling and providing the best service is a big part of communication.

Communication is an indispensable vital necessity that regulates relations in society. Hair Care and Beauty Services are of primary importance. Of course, the capabilities and professional competencies of the person providing this service are very important. All of these support each other with their communication skills. Successful communication is necessary to obtain the customer and ensure the continuity of the customer.

In time, you become like family with your customers. A warm, sincere and sincere bond of heart is formed. Because chatting during the reception of the service, you enter into mutual exchange of thoughts reduces the distance. In addition to being a very important element of communication among hair care and beauty services employees, another important consensus is the customer satisfaction.

Some of the participants stated that the skills demonstrated by the employees, employers or craftsmen in their work are not sufficient, but also that they should choose the same place again as a result of the same customer satisfaction.

Do you think that communication skills prevent professional achievements? 12 of the 15 respondents said yes, 1 of them answered no and 2 of them passed from time to time. A participant who said yes explained his answer as follows. It is also important how you describe and explain it without showing your talents in the beauty sector. For this reason, communication skills sometimes outperform professional skills and achievements. If a participant who thinks that communication skills do not prevent professional success, if you are professionally good, if you can respond to the customer's expectations, he replied that this is important.

We see that there is no consensus on what the participants say about this issue. In this regard, some of the participants stated that communication was preventing professional success, while others thought that communication alone was not important without professional success. Some of the participants stated that some of their colleagues did not have enough professional achievements but they only kept their communication potential and customer potential high. Some members of hair care and beauty services said that even if their communication skills were excellent, it was not possible to sustain a business with only communication success.

When all the answers given to this question are taken into consideration, in the absence of professional success, no matter how advanced the communication skills are, there can be no success or continuity, while the communication skills created together with professional success provide both success and continuity.

Effective communications in the professional context, which criteria do you think should cover? It includes the strength, strength and continuity of the relationship in bilateral relations. The content of effective communication should be knowledgeable, be open to the customer and require professional work. Understanding the wishes and expectations of the other person and explaining the service we will provide to him correctly.

A good welcome and farewell, interest, relevance, style, speech, oratory, diction used when making appointments in beautiful and effective use. Effective communication may include good speech, empty, unnecessary speech and good understanding.

Certainly, gossip should not be hosted in communication, listeners should not be speakers, should be sincere and unjustified, the limits of respect to the customer should not be exceeded, they should be entertained with a smiling face and smiled with a smiling face.

The participants highlighted the importance of professional knowledge and field expertise as one of the most important criteria for effective communication in the professional context. However, they emphasized that communication will be strengthened with the flow of information based on trust, which does not abuse the goodwill of the customer. The most important criteria are that the communication with the customer is open, untrue, honest, based on respect, showing a smiling face, and not having gossip elements.

Are you satisfied with the place of professional communication in your training? If there are any deficiencies, what kind of training should be taken? The answers to the question as follows.

All participants expressed their satisfaction with the training they received in their professional communication. However, they also emphasized that this training cannot be limited to course hours. In other words, the participants stated that the graduates of their schools should constantly renew and improve themselves when they apply the profession and thus they will be prepared for profitable problems. Participants, who stated that effective communication is not only a personal feature but also can be improved, emphasized the importance of lifelong education in this profession as in every profession.

With the satisfaction of the training received, they emphasized the necessity of designing the training in accordance with the realities of the sector, coping with stress, providing effective communication skills, and human psychology in another subject that the participants emphasized. Do you witness professional communication problems? If your answer is yes miss, would you elaborate? The answers to the question as follows:

Yes, we encounter problems from time to time. While this sometimes manifests itself as misunderstanding, sometimes it may cause problems such as dissatisfaction with the result. I think that solutions should be sought and the issues should be emphasized effectively. Yes, I'm witnessing problems. I think our profession is a profession that requires patience.

My profession or some of my colleagues sometimes have minor communication problems. This may be due to the prejudiced approach sometimes originating from us and sometimes from the client.

Yeah. The person you are in contact with does not understand you, on both sides of each other to understand the reasons such as trouble. I think that effective listening can be overcome.

Sometimes I see that employees behave disrespectfully towards the customer. It's like being in contact with the customer with gum in his mouth, gossiping, tugging someone. I think there should be formal, respectable communication.

How do you see variability in terms of communication skills between master-apprentice communication skills and modern education areas? The answers to the question as follows:

In the master-apprentice relationship, your behavior affects the apprentice in direct proportion. So what the apprentice sees from his master acts like him. This is somewhat lacking in a good way.

I see differences in the style of speech, tone of voice, addressing between those who grow up in the field and those who receive education. Master apprentice communication, I think is very important and more effective but should not torment master apprentices. Theoretical importance in modern education. Education, where both theory and practice are intertwined, brings success.

In traditional master apprentice training, while there is an over-disciplined type of teaching, in modern education fields, learning methods based on books, teachers and internet come to the fore. It varies from approach to customer to providing service.

There are some differences in the communication skills between those who have gone through artisan training and modern education. Apprentices are often influenced by their masters, their first teachers, and communicate in the way they see and learn from them. This is in a way good, but in a way bad. This is because the people who have received modern education, that is, those who develop themselves in body language, empathy and diction, take a different attitude towards the customer.

The hair care and beauty services department, which is a profession practicing on the human body, provides training based on this serious and important mission. Previously, the number of trainers and trainees in this field was quite low, but with the rapid development of the sector in recent years, it has gained importance with the need for professional people. It is very important that the people who will work in this sector undergo the necessary training. Effective use of computers with developing technologies and increasing students' knowledge, skills and equipment are among the primary objectives of education. In

this context, the issue that the participants drew attention to is the differences in customer communication between the untrained sector employees and the employees receiving training, and the appeal and body language. In formal vocational education, the professionals who develop themselves through the practice as well as the theoretical knowledge see themselves as more fortunate than those from the master apprentice school. However, personal skills and lifelong learning should not be ignored in both educational approaches.

Do you have colleagues who deserve or do not deserve due to competence or inadequacy in communication skills? 8 of the participants answered "yes, and 7 of them answered" no ". It is stated that there are professionals who are good in the professional field and who have problems because they cannot express themselves correctly, as well as people who are in a better status than others, even though they are at an average level professionally. The participants stated that communication skills and professional skills alone were not sufficient and success would be present when the two features were harmonized together.

In this study conducted to examine the role of effective communication in hair care and beauty services (HCBS) and its effect on professional success, some results were reached in the light of all the data obtained from literature review and interviews with participants.

There are those who have positive competence in the professional field and who are often unable to express themselves correctly and / or well and who are not successful enough due to communication problems; expressed. In the scope of the research, it can be considered that communication skills and professional skills alone are not sufficient, but real success can be achieved if both are together.

Communication and professional communication, which can be applied to almost all professions, make you feel more in the field of Hair Care and Beauty Services. This necessity of communication is seen as an important factor not only for the customer-operator relations but also for the relations between the managers and employees.

Another phenomenon that can be seen as an important result can be considered as the empathy of professional success in hair care and beauty services, the correct evaluation of the demands of the target audience, ie the conscious use of the effective expression features.

Some of the participants stated that the skills that employees, employers or craftsmen perform while doing their jobs are not sufficient by themselves but they also need to

ensure that they prefer the same place again as a result of the same customer satisfaction.

As one of the results obtained within the scope of the research, in the absence of professional success, no matter how advanced the communication skills, success or continuity is not in question, communication skills created with professional success can be said to provide both success and continuity. However, they emphasized that communication will be strengthened along with the flow of information based on trust, not abusing the goodwill of the customer. The most important criteria are that the communication with the customer is open, untrue, honest, based on respect, showing a smiling face, and not having gossip elements.

CONCLUSIONS

With the satisfaction of the training received, the participants also emphasized the need to design the training in accordance with the reality of the sector, to deal with stress, to gain effective communication skills and to cover areas such as human psychology. In addition to this, it is an important detail to gain the concepts such as anger control, empathy ability and crisis management to the professionals.

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