

A Comparative Study of the Role of Private Security Officers at Multipurpose Facilities in England and Wales, South Korea and Slovenia

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This paper is a comparative study on the role of a private security officer in England and Wales, South Korea and Slovenia. The role of private security officers has become more and more important, and the functions they carry out range from customer service, crime prevention to dealing with anti-social behaviours. There have been numerous studies on the nature and goals of the private security industry, its regulation and growth, relations between police and private security officers, citizen satisfaction with private security officers, etc. However, there have been few that examine the role of private security officers in practice – addressing their daily job in real-life situations. This paper looks at the role of the security officer in England and Wales, South Korea and Slovenia by studying how security officers view their role and what they actually do on a daily basis in shopping malls. Their daily work is also analysed by researchers-observers. This study also compares the roles of the security officers in the three countries and delves into how differences in the roles evolved. In order to analyse these research questions, empirical data from three case studies based on qualitative research is examined. The analysis showed that in England and Wales, most security officers viewed their role as fulfilling security functions. This feeling is even stronger among security officers in Slovenia. However, security officers in South Korea viewed their role to be more customer service-oriented because the on-the-job training was mostly comprised of customer service training. In addition, emphasis on customer service within the work culture and strategy led private security officers in South Korea to view their security obligations to focus on customer service. However, the trend within private security in all three countries is for officers to become multi-functional dealing with site safety, customer care and emergencies.

Keywords: private security officers, role of security officer, comparative research, security oriented function, service oriented function

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1 Introduction

Security officers are placed in a variety of areas such as shopping malls, banks, hospitals and galleries, and they perform diverse roles: customer service, crime prevention, and dealing with anti-social behaviour among others (Button, 2007; Nalla & Wakefield, 2014; Wakefield & Button, 2014). Button (2007) found that the pattern of consumption for the prevention of crime has shifted towards employing private policing agents and away from relying on public police.

One of the core functions of security officers is also to protect customers in private spaces from anti-social behaviour. This can cover many activities such as drunkenness, begging, horseplay, fighting, illegal trading, or urinating in public areas (Button, 2007). Wakefield (2003) also pointed out that those anti-social behaviours might upset or distress other customers. In order to achieve the role of security officers including safety management tasks, security officers conduct diverse activities such as CCTV monitoring, patrol and static work that the officers do at their respective location.

Security officers also play a vital role in providing service to customers in private/hybrid spaces such as shopping malls and leisure complexes. Customer service is also closely linked to making a profit in every business area in which the owners of the business want all staff to provide the best service to their customers, and security officers are no exception (Fischer, Halibozek, & Walters, 2012). According to Vercellis (2011), promoting a positive image for the organisation is one of the most effective marketing strategies for companies as its image

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may have an effect on the way customers perceive the company. For that reason, security officers undergo service training because they are usually the first contact for those customers in need of assistance, requiring the officers to deal with inquiries or complaints made by visitors (Wakefield, 2003).

As mentioned above, security officers are placed in a number of private and public areas undertaking diverse roles, and there is an increasing recognition of the role of the private sector in policing (Nalla & Wakefield, 2014). There have also been many studies on private security, dealing with the nature, functions and goals of the private security industry (Johnston, 1992; Nalla & Heraux, 2003; Nalla & Hwang, 2004; Nalla, Meško, Sotlar, & Johnson, 2006), its regulation and growth (van Steden & Sarre, 2007; Button & Stiernstedt, 2016), relations between police and private security officers (Sotlar & Meško, 2009), citizen perception of and satisfaction with private security officers (Nalla & Lim, 2003; van Steden & Nalla, 2010; Nalla, Ommi, & Murthy, 2013).

However, there have been a few studies conducted on the security officers' role in such private spaces at shopping malls in England and Wales (Button, 2007; Wakefield, 2005; White, 2012) and only one in Slovenia (Tominc, Dvojmoč, & Sotlar, 2016).⁴ There is no empirical research on the security officers' role in such private spaces in South Korea.

Furthermore, there are no comparative research regarding the roles of security officers in England and Wales, South Korea, and Slovenia. The private security industry of England and Wales is one of the most developed in terms of size, regulation and training, etc. To illustrate, there were over 363,140 private security officers in 2017 with a subspecialised compulsory licence system which is divided into six categories according to work area (SIA, 2017). On the other hand, despite the fact that the South Korean private security industry has seen a consistent development during the past few decades, the quality of security officers continues to be criticised (Kim & Kim, 2016). Specifically, with 147,049 private security officers in 2016 (KNPA, 2017) the issues of insufficient training, limited legal authority, and irregular licensing system for security officers have been pointed out as major issues (Kim & Kim, 2016). Slovenian private security industry has the shortest history of development, which started less than three decades ago, after country abandoned its socialist political and economic system. However, private security industry became highly regulated economic activity in Slovenia. Licensing was

introduced in 1994 (Sotlar & Čas, 2011). In 2017, there were around 6,500 private security officers working in 143 security companies (Ministrstvo za notranje zadeve, 2017). With relevant circumstances taken into account, the security officers in England and Wales can be expected to be more effective in carrying out their roles compared to those of South Korea and Slovenia. In this research, the roles of the private security officers in the three countries are examined. The results of current research are expected to add to the literature by comparing the security industry cross-culturally and make a positive contribution by suggesting ways for further development of the private security industries in South Korea and Slovenia.

This research will be the first comparative empirical (qualitative) study of the role of private security officers in England and Wales, South Korea and Slovenia. The main purpose of this study is to examine what security officers' perceptions of their role is and how different the roles of security officers are within their workplaces in the three countries. In order to address these issues, this study is based on three case studies that were carried out in comparable shopping malls in England and Wales, South Korea, and Slovenia using a qualitative approach including semi-structured interviews, observation, and documentary research. In order to uncover the diverse issues in this study, it was necessary to adopt diverse research methods, the use of which improves the validity of interpretations and reliability and aid 'triangulation' (Hagan, 2010; Neuman, 2013; Robson & McCartan, 2016).

2 The Concept of Private Security Officer

2.1 What is Private Security?

McManus (1995: 34) defined private security as "the sum total of all those preventive and protective efforts provided by entities other than government." George and Button (2000) identified two types of definitions for private security: 'List-based' definitions and 'Function-based' definitions. The former method is to list those activities which are believed to be part of, or related to, security services following Kakalik and Wildhorn (1971). Function-based definitions identify 'the unifying theme', which captures all security services (Shearing & Stenning, 1981: 195). This theme is often believed to be the protection of information, property and individuals, or installing systems to do so. These definitions, however, can be criticised as there is no rationale as to what leads particular sectors to be included. Button (2007) also identified a number of private security functions which can be categorised within the following criteria: crime prevention, order maintenance, loss prevention and protection, though these are not common or exclusive to all private security products and services. Sarre

⁴ Some data from this study will also be used in this international comparative study. Authors wish to thank Bernarda Tominc and Miha Dvojmoč for their help in conducting interviews, preparing and supervision of researchers/observers, etc. in Slovenia.

and Prenzler (2011) states that private security encompasses all crime prevention, investigation, and law enforcement activities carried out on a contractual commercial basis or within private firms. Additionally, the American Society for Industrial Security (ASIS) International described the definition of private security as “the nongovernmental, private-sector practice of protecting people, property, and information, conducting investigations, and otherwise safeguarding an organisation’s assets” (ASIS International, 2009a).

In the specific context of Korea, Lee and Lee (2011: 64) have argued that “private security is request of safety services from professional persons to prevent asset and life from the diverse threats.” Therefore, private security includes all types of safety activities in protecting the lives and property and maintaining order, as well as other security-related activities carried out by security firms and officers. Moreover, others define security as every possible means employed to eradicate the factors that may threaten people in advance (Cho, 2016; Kim & Kim, 2016). Furthermore, Park and Lee (2011) stated that as private security industry continues to expand, its definition also varies.

As mentioned above, Slovenian private security is highly regulated. In this regard, the Private Security Act (Zakon o zasebnem varovanju [ZZasV-1], 2011) stipulates that “private security means protection by security personnel and technical security systems provided in forms stipulated in this Act of persons and property in a protected area, or in a particular facility or space, from illegal activity, damage or destruction. Private security is an economic activity intended for the protection of persons and property, which is regulated by the Republic of Slovenia in the public interest for the purpose of providing public order, public safety, protection of clients, third persons and security personnel directly performing the activity.” In order to be able to work, private security companies are obliged to apply to the Ministry of the interior for one or more of the following licenses: protection of people and property; protection of persons; transportation and protection of currency and other valuables; security at public gatherings; security at events in catering establishments; operation of a security control centre; design of technical security systems; and, implementation of technical security systems (Nalla & Meško, 2015).

2.2 The Function of Security Officers

Wakefield (2003) and Button (2007), among others, have created models or typologies of private security officers. Michael (2002) pointed out four different types of security officer categorised by their orientation in Canada. The first type is the ‘casual’ set which refers to younger security officers who

are hired as temporary employees. The second refers to the ‘time server’ which usually means an older worker working in the security field as it is inclined to be non-ageist in recruitment. The third is the ‘uniformed pensioner’ which refers to older employees supplementing a pension. The last type is the ‘police wannabe’ which refers to young men who lean towards crime control and wanted to join the police. McLeod (2002) identified the orientation of three types of security officers in Canada. The first is the ‘night watchmen’ or ‘warm bodies’ that carry out basic security works with low skills. These persons would generally be unable to find a job with a higher salary. The second is the ‘low profile’ or ‘guard with blazers’ which refers to those who are placed in important areas, and undertake a wide range of functions for the public but they consider the job as temporary. The final type of orientation he found was the ‘parapolice’ or ‘private law enforcement’ which refers to those who are well trained, and who seem to be the most likely to deal with dangerous situations with police professionalism. Lastly, Button (2007) summarised two different models of the security officer: ‘watchman’ and ‘parapolice’. Those with characteristics of the ‘watchman’ orientation tend to avoid conflict and they are very passive and ineffective in dangerous situations. On the other hand, the ‘parapolice’ model represented those who are proactive when dealing with dangerous incidents, and consider their role as the ‘thin blue line’ in the working place. Even though some researchers identified new models of the private security officer, most orientations were and are based on the ‘private force’ model (McLeod, 2002). Button (2007) also identified four different criteria; crime prevention, order maintenance, loss prevention and protection all of which fall within the security function.

However, security officers are also required to perform another crucial function for customers which is the ‘service oriented function’, but there has been no previous research addressing this. According to the Wakefield (2003), security officers have an important role in providing customer service. In her study, one security officer explained that “basically you’re an information centre...You’re dealing out everything you can think of to help [the customers] out to the best of your abilities...” (Wakefield, 2003: 168). Vercellis (2011) also described the importance of customer service, highlighting the fact that customer satisfaction can be regarded as one of the significant factors affecting business success. Thus, this study will compare the ‘service oriented function’ to the ‘security oriented function’.

2.3 The Changing Nature of Private Security

It is now common in the field of criminal justice studies, to find that most policing systems are pluralised (Button, 2007; Sarre & Prenzler, 2011). The term ‘pluralisation of policing’

can be summarised as where policing, which were formerly undertaken only by public police, are now both authorised and carried out by diverse networks of governmental, commercial and community bodies, and even by individual citizens as well (Button, 2007; Devroe & Terpstra, 2015).

Pluralised policing has affected market mechanisms, or 'contractual governance' in which state governments use tax resources not only to fund state agencies, but buy governmental services through a market. Private security firms in Australia, for example, "provide a wide range of security services under contract to governments, such as the guarding of government buildings, including police buildings, and the running of prisons." (Ayling, Grabosky, & Shearing, 2006: 64) The role of the government here is to designate private agencies to perform as contractors for the delivery of 'public' goods as well as be providers of governmental services.

The pluralisation of policing has also brought a number of changes in the field, and Jones and Newburn (2006) identified three main of these changes. First, many countries have seen a huge growth in the size of private security; not only the personnel who are involved in policing and security tasks, but the technologies they use. Second, public policing has been increasingly commodified, and Loader (1999) argued that this change can be conceptualised under three headings: *managerialism* (becoming more 'business-like'), *consumerism* (the re-presentation of the police as 'deliverers of a professional service' and of the public as 'consumers' of that service), and *promotionalism* (becoming increasingly competent in managing and promoting their 'product'). Finally, there has been a growing number of governmental regulatory and investigatory agencies involved in important policing activities. The nature and extent of activities of these agencies may vary between countries, but they have formed significant part of the policing patchwork in some countries such as the UK and the Netherlands (van Steden, 2007). ASIS International (ASIS International, 2009b) states that the role of private security officer is in "helping the private sector secure its business and critical infrastructure, whether from natural disaster, accidents or planned actions, such as terrorist attacks, vandalism, etc." In order to reduce crime, some private security firms have assumed restricted police powers to assist their public counterpart in America (Strom et al., 2010).

It is noticeable that there is a growing awareness of the important roles and size of private security in policing (Button, 2007; Dupont, 2014). Nevertheless, most of the research about changing the nature of private security focuses on Anglo-Saxon countries such as the United Kingdom, USA, Canada and Australia. Van Steden (2007) also argues that police studies including private security have been dominated

by Anglo-Saxon countries with an 'ethnocentric' bias in that Anglo-Saxon countries tend to disregard the effects of other cultures, policies, economics and histories on the growth of the private security industry.

3 Research Methodology

Robson (2011: 24) argues that "qualitative researchers consider the task of the researcher is to understand the multiple social constructions of meaning and knowledge." In addition, Berg (2007: 7) also defined the meaning of qualitative research, in that "qualitative procedures provide a means of accessing unquantifiable facts about the actual people, researchers observe and talk to or people represented by their personal traces." This method is also usually composed of modes such as in-depth interviews, observations and content analysis which allows for multiple perspectives when conducting empirical research. The range of data collected from qualitative approaches is wide and varied, as it is possible to have both structured and unstructured forms (Punch, 2014). Therefore, qualitative research methods are suitable for current research and investigating the roles and perceptions of policing agents such as security officers, managers and supervisors, and police officers on the issues taking place within their workplaces. This method also facilitates researchers' understanding of contemporary phenomenon and the lives of the policing agents.

The authors conducted fourteen semi-structured interviews of security officers, supervisors, managers and police officers and one hundred hours of observation from June to July in 2016 in England and Wales; twenty semi-structured interviews of security officers, supervisors, managers and police officers and one hundred hours of observation in September, 2016 in South Korea; and eight semi-structured interviews of security officers, supervisors, managers, police officers and clients of security service in June 2017 and sixty-three hours of observation in Slovenia. Here, observation data were used from the study conducted by Tominc, Dvojmoč and Sotlar (2016).

3.1 Case Study Research

It is important to note that England and Wales, South Korea and Slovenia have differences in terms of national policy and criminal justice, including police and private security systems. In addition, the three case study sites have different governance and working strategies for dealing with crime and anti-social behaviours where all sites have both pros and cons. It might be argued by some that significant differences could just as easily arise between three case studies and it

would be wrong to assume the case studies in this study are generalizable. However, the three case study places have a lot of similarities in that they are large private shopping malls and supervised by a similar number of security officers who have similar roles and culture. Moreover, each shopping mall in three different areas are managed by large security companies, which also have a regulation on the basis of the national policy. Even though there are differences between the three sites, there are benefits to conducting this comparative research. The importance of comparative criminal justice has been emphasised with the increasing interrelationships between different countries. Some crimes such as terrorism and cybercrime are no longer problems in one country, and the scope of these crimes is expanding at a rapid pace. In order to deal with these types of crimes effectively, cooperation among officials in different countries is crucial, and it is imperative for officials in those countries to understand how their systems are similar and different to others (Diez-Repolles, 2013; Pakes, 2010). Also, one cannot underestimate the influence of the UK's private security industry on many other less developed industries, including South Korean and Slovenian.

Punch (2014) states case study research is not a methodology, but instead its purpose is to organise social data to explain a phenomenon of interest. The reason is that a case study can often involve diverse methods such as observation and/or in-depth interviews with participants and key informants. Case studies have been extensively applied across the social sciences such as criminology, anthropology, and sociology studies, etc.

Selecting the appropriate sites for case studies is crucial in comparative research. The conditions of the sites should be carefully considered to see whether or not the samples selected are comparable. Therefore, the first step the researchers need to address is to find appropriate places through the internet, media and experts to conduct the study. In the current study, researchers chose a multi-complex shopping mall in each country with similar characteristics. In order to collect data, they needed formal permission from the relevant owning organization or company. For that reason, the researchers had to identify and contact the 'gatekeeper.' Gatekeepers are those who have the authority to give permission to conduct the research (Fosters, 2006). Fetterman (2010: 36) noted that "an introduction by a member (a gatekeeper) is the ethnographer's best ticket into the community."

The researchers first sought a gatekeeper who was a police officer in South Korea, who maintains public order in the surrounding community including the case study site selected. This means that he has a strong relationship with the managers as well as the security officers of the site. The researchers

met him before meeting the managers of the case study site because the gatekeeper needed to know about the research, and then he asked the managers regarding the possibility of conducting research at the shopping mall. After a few days, they had a formal meeting with the managers, and prepared a research proposal and interview schedule, in order to explain the research plan and the research requirements to conduct the case study, such as relevant information about the site. A few days after meeting with the managers, the researchers finally obtained permission to conduct research at the shopping mall in August, 2016.

Getting in contact with a gatekeeper in England and Wales, the researcher was able to reach a gatekeeper with the help of one professor at the University of Portsmouth. The gate keeper was a retired police officer who is still working as a crime reduction manager at the shopping mall, and also a Special Constable in England and Wales. The researchers briefly discussed this research with him and he showed interest in this comparative research. He therefore discussed this with his manager and they finally gave us the permission in June, 2016.

In Slovenia, this was first presented to the owner and director of a private security company which services the shopping mall. The director then contacted the main manager of the shopping mall and a common meeting between the representatives of the mall, private security company and researchers was organised. At the meeting, which took place at the shopping mall management building, the research idea was presented, explained, and then discussed together with all potential issues. In spring 2015, formal letters were sent to both the security company management and the shopping mall management, who approved the research. Before the observation began, a few more meetings were organised. For the purpose of conducting the interviews with private security officers, the management of the security company was again involved, while researchers also got consent from the client of the security service and the police officer responsible for the area where the shopping mall is located, to take part in interviews.

All three case study sites are leisure complex shopping malls and freely open to the public through a number of entry points managed by security officers. The locations in England and Wales, and South Korea consist of diverse entertainment facilities such as cinemas, restaurants, shops, and event halls, while the shopping mall in Slovenia does not have a cinema and event hall. Geographically, the three case study sites are located in relatively safe areas. Moreover, the mall in Seoul, South Korea is located in the central urban area, and another mall in Portsmouth, England and Wales, is linked to the main

public transport through the train station, bus interchange and harbour. A large number of people pass through this location every day. The mall in Slovenia is the second largest in the country, in urban area between the centre of Celje, the third largest city in Slovenia, and a motorway. However, there were some differences between the three sites. For example, the mall in South Korea consists mostly of shops and restaurants, not bars or night clubs. On the other hand, the mall in England and Wales has shops and restaurants for customers during the day, with bars and night clubs available at night. The mall in Slovenia has shops, restaurants and cafes, but no pubs or night clubs, which means that these conditions might require a different policing strategy. Table 1 shows the number of security officers categorised according to the location.

3.3 The Observation

The researchers also observed the daily operations and occupational culture of security officers to collect data. These observations were conducted for one hundred hours in August, 2016 in South Korea, and from June to July, 2016 in England and Wales, respectively, and sixty-three hours in Slovenia in April and May, 2015. Observation is a data collection method with a long tradition in social science (Punch, 2014), and to be more precise, sociological qualitative observation usually takes place in natural settings and relies on the expertise of the researchers. According to Atkinson and Hammersley (1994: 249), “all social research is a form of participant observation because we cannot study the social world without being part

Table 1: Categorisation of security officers in three countries (N=61)

	Manager	Supervisors	Security officers (Male)	Security officers (Female)	CCTV Controllers	Officers based on car park	Total
England and wales	1	3	13	-	4	4	25
South Korea	1	3	21	6	-	-	31
Slovenia*	1	1	4	-	**	**	6

* The number of security officers in Slovenia is smaller because some shops in the mall have their own security officers who did not participate in this research. But even if we add those security officers, the mall is not guarded with much higher number of security officers on the spot. Most of the shops have contract for technical security and rely on intervention after security incident happens.

** The same security officers work also as CCTV controllers and respond to incidents in car park.

3.2 Interview

Punch (2014: 144) argued that an “interview is a very good way of accessing people’s perceptions, meanings, definitions of situation and constructions of reality”, and is not only the most important data collection method in qualitative research, but also has been widely employed in social research (Robson, 2011; Thomas, 2015). Semi-structured interviews were conducted, the majority of which used ‘prompt’ questions that encouraged participants to respond in more diverse aspects. The researchers usually spent between 30 minutes and 1 hour for each interview. In England and Wales, researchers conducted fourteen semi-structured interviews with security officers, managers, supervisors and police officers, who work in security at the shopping malls from June to July, 2016 in England and Wales. Also, the same type of twenty interviews was conducted in South Korea in September, 2016. In Slovenia, eight semi-structured interviews of security officers, managers, supervisors, police officers and clients of security service were conducted in June, 2017.

of it”. The observation should be interpreted as a research method for finding out the genuine processes of interaction in their actual environment. Researchers should be able to share the same experience as the subjects to understand why they behave in that way.

The security officers and managers already recognised who the researcher-observer was beforehand because the study in England and Wales, and South Korea began the observation and interview processes at the same time. The observers were known to security officers and managers beforehand in Slovenia as well, while interviews were conducted later with the same security personnel. Researchers conducted observations during weekdays and weekends as well as during the day and night for one hundred hours at sites in England and Wales, and South Korea, and sixty-three hours on site in Slovenia. The total amount of time for the observation was clearly divided between peak and off-peak time. In England and Wales, and South Korea all of the incidents and interesting issues were recorded with field notes and two

digital recorders, one a mobile phone the other a normal recorder. The normal recorder was always turned on during observations, and the mobile recorder was utilised to make the situation clearer by using an additional recorder. In Slovenia, all security incidents, measures and responses by security officers were recorded with field notes by an observer.

The data collected from interviews and observation were categorised into descriptive, perceptive, interpretative, interactive and archival for analysis. In order to offset the disadvantages of each research method and to improve the validity of the research, a triangulation strategy was employed.

4 General Consideration of the Role of the Security Officer

Keeping the work place safe through loss reduction, preventive and proactive activities is one of the most crucial tasks for security officers because customers always want to visit safe places rather than dangerous ones. If customers know that crimes often occur in shopping malls, they may be more reluctant to visit them (Wakefield, 2003), and that those anti-social behaviours might distress or upset other customers, as well. Button (2007) studied the role of security officers and found that they have diverse duties, ranging from security to non-security activities. Wakefield (2003) also described one of the main parts of the security task is providing service to customers. Security officers are not only responsible for physical security measures, but also for protecting private property in terms of service tasks. Fennelly (2016) states that the role of the security officer is to provide an expected level of security as well as customer service according to the regulations of particular organisations.

The researchers explored what the security officers think their role is and how different the actual roles of the security officers are within their workplaces in the three countries. There are minor crimes that occur such as shoplifting, pickpocketing and extortion since these places are located in crowded areas. At all three sites, the interviews pointed to an absence of serious crime, and during the observation periods this was also the case, noting only some minor crimes such as shoplifting and extortion.

There were some differences between security officers at the three malls in regards to the role they think they play, and the researchers wanted to know how security officers considered their role and if there were any differences observed between the three malls. They found some differences in the responses as to whether they saw themselves as security officers, private police or service oriented function (See Table 2).

4.1 England and Wales

Forty percent of the security officers in England and Wales who responded, viewed that their primary role as maintaining security rather than customer service. With regard to this point, some security officers replied as follows:

The role of the security officer... I think our role is mainly to make sure everyone stays safe, and make sure when they're on South Mall, it is good a time as possible. (Customer service officer #3)

More interestingly, there were some respondents from the supervisors and police officer groups who described themselves as security guards when asked about the primary role of security officers at the malls. They think the reason officers

Table 2: How security officers in three countries consider their role (N=47)

	England and Wales	South Korea	Slovenia
Security oriented function	40.0%	26.1%	100% ⁵
Private police	6.7%	-	-
Service oriented function ⁶	33.3%	69.6%	-
Others	6.7%	4.3%	-

⁵ In Slovenia, a police officer and a client of private security officer were also interviewed. They considered the role of security personnel not only as "security oriented function" but also as "service oriented function".

⁶ Note: the concept of service oriented officer was explained to the interviewees in England and Wales where customer care and customer service officer were the more comparable terms.

were hired was to maintain public safety and look after private areas. The following is a comment from a supervisor in England and Wales in regards to their role as security officers:

It's probably guards. Our role here is to keep the public safe, and to look after all the landlord's buildings, properties. We are not like the service oriented officer. We are just property securities. But in terms of customer service, we also help the public when they need to know where something is. (Supervisor #2)

However, some of security officers in England and Wales considered their work to be strongly linked to customer service. Thirty-three and one-third percent of the officers and one supervisor regarded customer care to be the main task performed by security officers, as one extract from the interviews revealed:

We are mostly customer services officers, just generally helping people and giving them advice on the communities and how to get around the site. During the day, we're very well presented, we certainly go down well with the members of the public because we're smart, and we have a very professional attitude, certainly with helping the members of the public, but of course there is a security aspect as well, making sure that the site is secured. (Customer service officer #6)

The mall in England and Wales, in particular, has slightly more security officers who insisted they carry out both roles than those at Mega Mall. For example:

It's a mixture to be honest. We are in effect private police, but we're not police. We are security officers and we play a customer service role. We've got so many different aspects of what we do. We're not just called guards and we're not just private police; we're not just service oriented officer. I mean the actual function of the officer here is a customer service officer. We aid towards the customers, we are the first point of contact they basically see unless they go in to reception. (Manager #1)

The illustration above shows exactly what security officers should do in general, and what they do in practice. Of course, the roles tend to be different depending on the time they work as the officers focus more on customer service during the day, while they are more engaged in security tasks at night. For example, officers were giving directions and providing information to customers in need of help, and they also assisted people when they dropped items or lost their belongings. On the other hand, the officers had to deal more with more anti-social behaviour on the night shift. In terms of the mixed role of security officers, a security officer had the following to say:

Our main role is customer service, obviously. We provide customer service to general public. But during the night, we do security work, such as, if a nightclub needs assistance to remove

someone, we remove them away, that's what we do. Obviously if they're not cooperating with us, we call for the police. (Customer security officer #1)

4.2 South Korea

Most of the security officers said that they undertake service activities rather than security duties in South Korea. In reality, as outlined in table 2, approximately 2/3 of the security officers (66.7%) stated that they are more likely to be a service oriented officer. Some of the security officers think that they have a responsibility for customer service duty, and interestingly enough, some officers also considered security work as being within the service category. For female officers not working night shifts, the focus was more on service duties. Consistent with this, officers receive more service than security training.

We have a focus on service and security. Nowadays, security business is classified as service sector and so, since there shouldn't be any client complaints, we try our best to respond to them politely on the side while carrying out our security tasks. (Supervisor #2)

Despite the fact that a larger number of security officers explained that they focus more on the service role rather than security work (only 25% of the officers in South Korea agreed that they work as security officers), their manager pointed out their main role should be security work. They engage in service-related activities such as directing or helping customers, but this is just providing a service while they are working security work. This means that service work is just an additional duty, which cannot be the main role for security officers. This excerpt from the interview with a manager in South Korea reveals the following:

I think the main task is security-related service. It is to prevent any safety accidents from occurring within the facility, for example, it's managing accidents caused by different people or the facility such as extortion, theft or fire. There are also patrols to prevent crimes and safety accidents by identifying potential areas of incidents beforehand. (Manager #1)

4.3 Slovenia

In Slovenia all security officers, their managers and supervisors see themselves as providers of "security functions", and that their role is maintaining safety and order.

The role of a security officer is to protect people and property within the premises he guards. (Security officer #1)

Security manager describes the role of security officers in the mall even more precisely as: “taking care of security, protection of people and property, management of technical systems, and unlocking and locking of the shopping mall and other premises, as required by the contracting client.” (Manager #1)

We also interviewed a police officer who comes in contact with mall’s security officers and a shop owner from the same mall. They both indicated that security officers indeed do the security job, but also something else, something that could be understood as “service oriented officer” job. The latter is supported by a 21-day observation process in the mall, showing with a relatively small number of classic “security” interventions (for example, against criminal offences, etc.) of private security personnel (Tominc et al., 2016). Security officers behaved in a way Wakefield (2005) characterized as “do everything so costumers will feel nice, relaxed and of course, safe.”

Overall, security officers perform a wide range of duties within their workplace, especially shopping malls. The roles of the security officers were similar in all three malls, although their opinions regarding their roles differed. Those in South Korea identified their roles as a ‘service oriented function’, while security officers in England and Wales, and Slovenia identified with a ‘security oriented function’. This means that there is a difference between what they do in practice and what they consider their role to be. The next section will discuss and summarise both orientations in each country.

5 The Actual Role of the Security Officers in Three Countries

As mentioned in the section above, although security officers carry out a wide range of functions within their workplace, they tend to have a different focus according to specific circumstances. Even though security officers were employed in each country to perform similar roles, security officers in each country had different perceptions about their roles. The variety of duties and actual roles of security officers will be described on the basis of the data from interviews and observations, which will illustrate some of the differences between the three countries.

Table 3 shows a clear difference between the three countries. In England and Wales, half of the security officers had to deal with actual or potential breaches of law weekly, while almost one-third dealt with those acts once during a shift. The rest of the officers said that they encountered these anti-social behaviours rarely (21.4%). In Slovenia, even half of the security officers claim that they have to deal with actual or potential breaches of law once during a shift, while 16.6 % of them deal with this kind of problems several times during a shift. On the other hand, more than half of the officers in South Korea encountered breaches of the law rarely, about a third of the workers experienced those situations weekly and the others dealt with them once per shift (16.7%). When asked how often the officers encounter aggressive behaviours, different

Table 3: How often security officers dealt with anti-social behaviours in three countries (N=45)

	How often do you deal with actual or potential breaches of law?			How often do you deal with aggressive behaviours?			How often do you patrol the designated area?		
	England and Wales	South Korea	Slovenia	England and Wales	South Korea	Slovenia	England and Wales	South Korea	Slovenia
Several times a shift	-	-	16.6	-	-	-	86.7%	20.8%	66.6
Once a shift	28.6	16.7	50.0	46.7	16.7	33.3	6.7%	41.7%	
Weekly	50.0	29.2	-	26.7	41.7	33.3	6.7%	25.0%	33.3*
Rarely	21.4	54.2	33.3*	26.7	41.7		-	12.5%	
Never	-	-	-	-	-	33.3*	-	-	

* These are the answers of a manager and supervisor in Slovenia.

results were found. Whereas almost half of the security officers in England and Wales experienced those situations once during a shift and 26.7% did so weekly and rarely respectively. In Slovenia, one third of security officers encountered aggressive behaviours once per shift, one-third weekly, while supervisors and managers never encountered such behaviour. On the other hand, only 16.7% of security officers in South Korea dealt with aggressive persons once during shift, quite a number experienced them only weekly or more rarely (41.7% respectively). The reason why the security officers in England and Wales experienced those misbehaviours more frequently than in South Korea and Slovenia, was that there were many more pubs and clubs at the mall in England and Wales in which customers could get drunk, while, in South Korea and Slovenia, there are more restaurants, no night clubs and less drunkenness. These phenomena may cause security officers to undertake different roles. The following section will examine what they actually do on a daily basis and how different the roles of the security officers are in each country.

5.1 England and Wales

5.1.1. Security Oriented Function

Security officers in England and Wales often encounter anti-social behaviour by drunken people and the problems occur mostly during busy nights such as students' night on a Monday, or on Friday and Saturday nights. The security officers mostly tried to solve incidents of misbehaviour by themselves, but where situations escalated or more serious behaviour such as group fighting emerged, they called the police and handed over the situation to them. One of the security officers illustrated his experience treating anti-social behaviours as follows:

Last week on a night shift, two youngsters coming on to site looking for trouble, throwing chips at people, we've asked them to leave but they've just totally ignored us and carried on. So basically we actually physically grabbed hold of them, walked them off. Walked them through the tunnel and just hoped that they'd stay off site. (Customer service officer #2)

This situation was dealt with by security officers without the police because it was not too serious. The officers grabbed hold of those engaging in misbehaviour and removed them from the site. However, when situations got worse and they thought it would be difficult for them to handle, the officers called police officers who then dealt with the problem, as follows:

If needed, we have to send a person in to negotiate that situation away. Sometimes, all it takes is the presence of crescent jacket, which is enough to dissipate any anti-social behaviours.

In an aspect of fight, it depends on the severity. If it's a large scale involving 20-30 people, we would probably then stop the people trying to get involved, help them to come out of it and just wait for the police. (Supervisor #2)

A large proportion of anti-social behaviour was caused by drunken people who have a tendency to engage in aggressive behaviour, even towards security officers. What the researchers found from the observation, was that most of the incidents were fights caused by drunken people on busy nights, usually a students' night. One day during an observation, two men were fighting at about 2 a.m. when the night club was already closed, and a little later, some of their friends came to their. Although two officers came and tried to separate them, the situation became more serious because the friends of the two fighters suddenly joined in and punched each other. Other security officers and door supervisors from the night club came to help and they managed to separate the fighters in an instant and let one group move out. Only after the first group had left, could the other group leave the site. This was mainly dealt with by security officers, but door supervisors helped them as part of the extended policing family. Another case was handled by a door supervisor when there was a fight near the taxi rank. The officer who was patrolling with the researchers moved at a brisk pace because other customers could become anxious if the security officers ran. The officers and other colleagues helped the door supervisors to separate the groups, and the two groups were easily suppressed. The officers also sent out one group first, holding back the other group. Neither case was reported to the police because there were no serious injuries and nobody wanted to press charges.

There were a few incidents in relation to anti-social behaviours and suspected shoplifting. One for example, involved a drunken man who screamed and harassed customers late at night, so security officers tried to calm him down several times. However, he completely disregarded the security officers' direction, so they detained him. They then laid him down on the ground, and grabbed both hands behind his back until police arrived. Another situation involved dealing with a shoplifter, when one of the stores reported a suspect to security officers. At that moment, the manager of the mall and three security officers gathered around the store and observed the suspect's behaviour closely. When he came out of the store, security officers stopped and told him that he had been reported: 'We received a report that you are a shoplifter. Can we search your bag? If you do not allow us to, we will need to call the police.' So the officers detained the suspect to hand him over to the police officer. One security officer also stated:

Few months ago there was an assault on one of the other CSOs, again we detained him, and police officers came in.

This assault occurred in the evening. Start of the night shift, it had been about 8 o'clock during the summer it was. Yeah so, as always we detained him till the police arrived. We told the police what had happened, they cuffed him, arrested him and after that we went upstairs into the control room with the police officers, took our statements and report of what happened. (Customer service officer #2).

5.1.2 Service Oriented Function

On the other hand, security officers in England and Wales carry out service duties for their customers, and usually responded to the customers inquiries. Occasionally, officers remained at the same crowded position so that they could carry out these duties in which they gave directions or dealt with complaints. One security officer said this about their role:

My role is a customer service officer. My role basically is to make sure that this site is run smoothly, customers come on to site and have a good day shopping, enjoying themselves. (Customer service officer #2)

However, the officers could not carry out the role of a service oriented officer well. The main reason for this is that there were only a few officers on duty; between 2 and 4 officers during the day. The low number of security officers was a barrier to carrying out the role of service oriented officer, and this was also identified as a weakness and a key issue in other studies (Button, 2007; George & Button, 2000). Button (2007) found that security officers still experience poor working conditions such as long working hours and infrequent rest breaks.

There was a notice from the management team of the mall in England and Wales informing the officers that there will be a change in their uniform from a yellow vest to a black top, because the yellow colour is too exaggerated. Security officers also prefer to wear the black top, because it looks more professional than yellow. However, one police officer who deals with the mall, worried that this may reduce the visibility of officers and make it difficult for the public to recognise them. In reality, the researchers neater a lot of time at South Mall for observation after they changed the uniform, but it took them a considerable amount of time to find where security officers were located. Sometimes the researchers could not be sure whether they are security officers or not, so the researchers had to ask them 'are you a security officer?' As a result, customers found it hard to ask security officers questions, conversely security officers do not have the opportunities to provide service for the customers.

5.2 South Korea

5.2.1 Security Oriented Function

Although security officers in South Korea also have to perform security oriented functions, the types of anti-social behaviour occurring in South Korea were somewhat distinct from those occurring at the mall in England and Wales. There are much less serious incidents caused by drunken people in South Korea because there are few restaurants that sell alcohol. In the past, the mall in South Korea used to have some night clubs and pubs for nightlife, but the owner removed these shops because they caused a lot of trouble, similar to the mall discussed in England and Wales. A supervisor in South Korea stated the following regarding trouble caused by alcohol:

In the past, there was a night club in this mall in which a large number of people had visited there on the weekends and weekdays as well. Many people, who were involved in trouble such as fighting, were drunk, and some people who were drunk slept outside. It was very hard work dealing with them. However, there are only a few restaurants that sell alcohol nowadays. As a result, we can carry out our duty as security officers more easily than before. (Supervisor #2)

Moreover, most anti-social behaviours included sleeping on the floor or benches at the mall in South Korea. Security officers had to wake them and lead them out because customers felt uncomfortable with the behaviours of the drunken persons. In addition, these persons often start arguments with customers, and if drunks cause major problems such as fights, harass other customers or commit other illegal acts, security officers initially try to deter them from doing it. If it gets serious, the officers catch them, and call the police to deal with the situation. There were many types of incidents with drunkards and homeless people, and one of the primary roles of security officers at night was to control these people, but it was not always easy to deal with them. The situations were explained by a security officer from the interviews as follows:

Yes, I use it. There are a lot of drunkards or verbally abusive people and we often restrain homeless people who are loud or have very bad odour. We sometimes find drunkards drinking within the mall and lead them out. When they drink indoors the smell of alcohol is strong and since there are a lot of children who come to the mall as well, it is necessary to restrain them from drinking. (Security officer #3)

The officers at the mall in South Korea also encountered a considerable number of mentally challenged persons as one of the anti-social behaviour risks. This is because a considerable number of mentally challenged persons tended to provoke customers into arguments making visitors feel uncomfortable

or bothering security officers. There are some people who are mentally ill but do not make any trouble, and in this case, the officers do not restrain them. One day, a mentally ill woman approached and tried to talk to a female security officer, but the officer already recognised that she was mentally ill and disregarded the woman entirely. When the researchers asked the officer how she knew the mentally ill person, the officer explained that security officers possess a list of people who have engaged in previous anti-social behaviour, including mentally ill people who frequently visit the mall. This particular mentally challenged woman came to this mall very often but did not cause any trouble, only bothering security officers by attempting to engage them in conversations. But there are some mentally challenged people who create a public disturbance and in these cases, security officers remove them from the mall because one of the officers' tasks is to keep a peaceful area for visitors. If the officers do not control these mentally ill people, many customers remonstrate with the officers or the main office and the image of the shopping mall is damaged.

5.2.2 Service Oriented Function

Although security officers in South Korea carry out security oriented functions, their main role seems to act as service oriented officers providing customer service. The security strategy tends to have a more customer service orientation, which the researchers have identified from their observations. Giving directions seems to be the main function of security officers, especially during the daytime. The security officers make an effort to help when customers lose their bag or wallet, and they also respond to customers' complaints about the facilities of the mall or service of the stores. Moreover, if it rains, they have to display the warning board to prevent customers from sliding. Sometimes the officers picked up garbage if the waste is obtrusive. In reality, almost all of the security tasks focused on service duties as mentioned above. On this issue, one officer stated the following:

I think the service oriented officer is more relevant. Since this is a shopping mall, most of the tasks are to provide service or guide the customers. It is very hard to navigate for those who visit here for the first time. Hence most tasks of security officers involve giving directions and acting as guides of sorts. But I think the safety management is the basic task as well. (Supervisor, #1)

Based on observations, the main service work that the security officers had to perform was giving directions to customers. The researchers also tried to record all aspects of the observation, but simply could not count every occasion when the security officer gave directions to customers. At the beginning of the recorded observations, the researchers tried to count the frequency of giving directions, but it was impossible

because the customers posed their questions and comments to the officers more than 20 times an hour on average. It was mostly asking how they could reach their destination. One security officer explained as follows:

I think my role is that of a service oriented office. Although I am a security guard I do mostly service-oriented tasks like giving directions to customers. (Security officer #4)

Security officers also helped elderly customers or disabled persons when they used the escalator or when they could not find their destination by accompanying them on their way. Therefore, some security officers insist that service duty is prioritised over security work, for example:

Service is prioritised and then it's the security duty. I help a lot of handicapped people during daytime. (Security officer #10)

One noteworthy event during observations was when the security officer found a customer's bag. One lady had lost her bag so she went to the police community centre located next to the mall in South Korea, and the police officer came to the control room with her to find the bag. At first, police asked the security officers whether there were any lost property returned, but there were none. Thus, she had to fill out a form about the property in detail and submit it to the control room. The officers investigated it through the CCTV, but they could not find it and she left. If the officers were to find it, they would contact her. A few days later, the researchers asked about the lost bag and the officer said they had found it and had returned it to her. In another incident, there was a baby fair at the mall in South Korea going on for several days. Many people brought baby buggies to the mall, and there were several escalators where people were required to fold the baby buggy to get on. However, it was not easy to both care for the baby and fold the baby buggy if the customer came alone (with the baby in the baby buggy). Security officers were placed at the escalators to help the customers, which was an important task for the security officers.

5.3 Slovenia⁷

5.3.1 Security Oriented Function

This analysis included 20 events classified according to the measures defined in the Private Security Act (ZZasV-1, 2011). During the observed period, 20 security measures⁸ were used

⁷ Findings are the result of sixty-three hours observation in 21 days of security officers' work and events in the mall and not of what security officers think they really do. Namely, when asked, all security officers considered their role as "security oriented" function.

⁸ According to the Article 45 of Private Security Act (ZZasV-1,

by private security officers in accordance with Articles 46 and 47 of the Private Security Act (ZZasV-1, 2011), ranging from the mildest – warning (8), to verbal order (12). Most warnings related to the violation of order, namely incorrect parking (6), especially on intervention routes. This is seen as a normal violation of the order, as the warnings relate to all days and parts of the day. As a consequence, tighter control over unauthorised parking on the intervention routes has been introduced by security officers. The order at the mall was also violated by humanitarian workers who did not have permission of the management of the mall to collect signatures, and by visitors who took unauthorized pictures of the shop (Tominc et al., 2016).

Among the measures under Article 47 of the Private Security Act (ZZasV-1, 2011), inappropriate or intrusive behaviour in the form of begging (three events) should be highlighted, when the security officer accompanied the beggars from the mall due to violation of order and failure to comply with the warning. Instructions to stop the activity due to endangering personal safety or visitor safety were issued five times. Three measures relate to the promotion of a product at one of the shops in the mall, where launching of a remote-controlled helicopter model posed a potential risk to visitors. One measure concerns the prohibition of the use of sports equipment (skates) in the mall, and one action on the ban on running (catching) of children. One measure also refers to the protection of property, when one of the visitors climbed to the exhibit (go-cart), which was not intended for testing (Tominc, et al., 2016).

There were also two cases of inappropriate behaviour and violation of order in the form of drinking or consuming alcohol outside catering establishments, which ended with a verbal order that persons who violate the order in the protected area, immediately cease (Tominc, et al., 2016). In the observed period, a violation of public order and peace took place, where due to a fight, the security guard ordered the perpetrators to immediately leave the protected area, which they did, and therefore there was no need to use additional measures. The violation occurred outside the mall after 9 p.m. (Tominc, et al., 2016).

5.3.2 Service Oriented Function

We wanted to check how often visitors and employees of the mall ask the security officers for information or help, and

2011), when performing tasks of private security, in a case of threat to life, personal safety or property or when order or public order are breached, security officers in Slovenia may execute the following measures: warning; verbal order; ascertaining identity; superficial search; prevention of entering or leaving a protected area; detaining a person; use of physical force; and use of handcuffs and other means of restraint.

who is most often the one who requests it. Shopping malls in Slovenia characteristically have all the information points where the visitors most often come for assistance. This also applies to our case, since the information point is in the centre of the mall, while the security service itself is located in the administrative part of the mall. This is probably the main reason why security officers do not play the role of informants, contrary to what Wakefield (2005) found in her study. For a bit more information, the visitors contacted the technical security service of the largest self-service store in the mall (Tominc et al., 2016).

In the case of the aforementioned measures, security officers in most cases (15 times) reacted on their own initiative or when warned by another security officer who was controlling the events in the shopping mall through the video surveillance system (CCTV). In two cases, security measures were triggered by visitors in the event of improper behaviour and drinking in the mall, and in a case of intrusive begging. In two cases, the action was initiated by security officers of the biggest self-service store in the mall, who warned violators of law and order (the fight) and begging. The later was also the reason why an employee of the mall (saleswoman) demanded that the security officer take action. In these interventions by security officers, there was cooperation between the security service and the visitors and employees, but there was no cooperation with the police (except with the criminal police in investigating an accident at work) since in the area controlled by the private security company, there were no offences that would require such cooperation during our observation (Tominc et al., 2016).

6 Discussion

This study explored the role of security officers and what security officers do in practice in England and Wales, South Korea and Slovenia. Basically, security officers in all three countries perform a wide range of duties to maintain safety and provide high quality service to customers. However, there are some differences in what duties are expected and practiced by security officers.

This research identifies the roles and orientations of security officers, particularly noting a strong 'service-oriented officer' culture amongst South Korean security officers. Recently, Nalla and Wakefield (2014) pointed out that the roles of private security officers are not limited to specific type of areas (e.g. public, private, etc.). The researchers also stated that private security officers play a particularly significant role in business because they provide a wide range of services such as cleaning, catering and maintenance, and security-related

work (Nalla & Wakefield, 2014). This study supports their findings by recognising the broader roles played by security officers than the traditional functions of 'watchmen', 'security men' or 'parapolice' (Button, 2007; McLeod, 2002).

Firstly, the reason for the differences in the orientation of the security officers is due to the differences in the training systems in the three countries. All security officers in South Korea have to obtain a security certificate which can be done by undergoing 24 hours of training pursuant to Security Service Industry Act 13 (SSIA, 2016). Then they must receive additional job training on-site 4 hours per month in accordance with the law. Generally, the security supervisor educates the security officers and they are also trained before and after their daily work. If they need more training, the manager or president of the company educates the security officers. The training usually focuses on customer service rather than security issues, one of the main reasons being that almost all security officers have prior army experience. In South Korea, military service is mandatory for all South Korean males between 20 and 30 years of age, except for disabled persons. As such, most South Korean men have experience using weapons and learn basic skills related to security. However, military training is different from training for private security service, and so the security manager or owner considered that security officers do not need more security training (Kim, 2016).

While observing security officers in order to gather data, the researchers noticed that a new security officer was paired with another officer, and asked the pair why they were working together. The one officer answered that 'a new security officer works with a senior officer for their first two or three days to learn how to perform their tasks during the probationary period'. The researchers also asked whether there were any training programs for new security officers. One security officer said that the 'supervisor usually trains the new security officers to deal with anti-social behaviours and provide customer service by equipping them with relevant basic skills, and other training is carried on site by senior officers'. In summary, in South Korea, security officers are trained once they obtain the security certificate, and additional training provided to the security officers is limited. The training focuses mainly on customer service. There is no proper training manual for newly hired security officers as yet, and therefore insufficient training of the security officers is still being criticised (Kim & Kim, 2016).

In Slovenia, military service is not mandatory and it is rare to find security officers under 35 years of age who were trained in military service. However, this is not crucial since Slovenian private security legislation defines very clearly the training programme for private security personnel prior to

their employment by security companies. Before being granted an official identity card ("personal license"), private security officers must undergo basic professional training. Every year a security officer is obliged to attend internal advanced training in relation to the type of work performed, and every five years he/she must undergo periodic advanced training under programmes specified by the minister of the interior and successfully pass the professional qualification examination (ZZasV-1, 2011). To be able to work in shopping malls, private security officers must undergo 102 hours of basic professional training. The training consists of the following topics, prescribed by the Order setting the training program for the professional education and training of private security (2012): private security regulation; responsibilities and use of measures and other means by security officers; criminal offences; protection of public gatherings; interventions; transportation and protection of currency and other valuables; technical security systems; safety at work, fire protection and first aid; communication. In most cases, internal advanced training is used for additional training related to a specific workplace, like working in shopping mall etc.

On the other hand, security officers in England and Wales are required to obtain a license and have had the required training. The on-the-job training at the mall in England and Wales is also focused on dealing with anti-social behaviours and crime. This tends to lead security officers into more security- and policing-orientated functions, which is also noted by Button (2007).

When security officers are placed in a new workplace, they receive additional training to adapt to the system of the specific workplace. In the case of the mall in England and Wales, there is a wide range of training provided to the officers during their probationary period. This period is set at 3 months for security officers and their role and specifications can be reviewed. Once security officers complete this probationary period, they are expected to have reached the competent level to be confident within their job role. The training manual for new recruits is divided into sections, each relating to different aspects of the role and the job involved. First, security officers receive training in the correct use of radios, including learning about radio channels, call signs, code words, identity codes, phonetic alphabet and transmission. The next section covers patrol in which the officers learn the importance of patrol, why patrols are carried out, and the routes of each patrol during both day and night. Security officers are also trained in first aid issues such as treatment, taking a casualty to the trauma room, and getting a paramedic to check on a casualty. In addition, training for bomb alerts is included to help the officers understand the nature of the call, what to listen out for, and how to react. In order to provide customer service,

the mall provides training in this area as well. Such training is necessary to maintain a high quality of security officers. It should be noted that most issues are related to security work.

Secondly, the way the security officers perform their tasks may also have an effect on their duties. The security officers at the mall in South Korea tend to practice fixed guarding in six crowded locations which naturally lends themselves to performing service-related tasks such as giving directions, helping someone, or solving complaints. On the other hand, security officers in England and Wales, and Slovenia undertake patrolling so that customers usually find it hard to locate where security officers are placed. Also in Slovenia, visitors usually use information points at the mall, not expecting security officers to help them with information.

Thirdly, the leisure culture is different on the basis of observation. Most shopping malls in South Korea consist of clothing stores, coffee shops, leisure facilities or restaurants, and it is not common to serve alcohol during the day. On the other hand, shopping malls in England and Wales have similar content to malls in South Korea, but they also have pubs and night clubs for the night culture, where potential anti-social behaviours by drunks can occur (Jayne, Holloway, & Valentine, 2006). According to Corcoran and Smith (2016), drunken people tend to cause a number of negative issues such as urination, littering, swearing, and fighting. The situation in Slovenia lies somewhere between South Korean, and England and Wales. The mall consists of clothing stores, coffee shops, leisure facilities and restaurants, but since the mall is only open between 9 a.m. and 9 p.m., there are no night clubs and bars. However, alcohol is used during the day, and some anti-social behaviour based on misuse of alcohol also takes place.

Fourthly, security officers also think their security functions are marginalised, and are required to focus on providing customer service-related tasks. The owner of the mall in South Korea does not want security officers to use force when dealing with anti-social behaviour because it presents a negative image of the mall where greater emphasis is placed on customer service. However, security officers in England and Wales and Slovenia considered their main task to be security rather than service-related activities. As a result, the work could be different between the three countries. Those four different issues may cause different security orientations: 'service oriented officer' in South Korea, and 'security oriented officer' in England and Wales, and Slovenia. However, as Wakefield (2003) discovered, security officers need to perform diverse roles such as 'multi-functional officer' with suitable training.

Lastly, no matter how much results are interesting, it is necessary to stress that this research has some limitations

that make generalization of findings difficult. In this regard, one cannot underestimate the differences in three compared countries (e.g. organisation of security matters, tradition of private security, legislation, powers of private security personnel, nature of leisure facilities, etc.) and especially relatively small number of shopping malls, private security officers and other stakeholders who participated in this research. However, the research is a good foundation for further development of methodology for research of real-life situations.

7 Conclusion

Generally, most security officers carry out a wide range of day-to-day tasks to prevent crime, treat anti-social behaviours, and provide service for customers in all three countries. They also perform similar security work such as policing, crime prevention and dealing with anti-social behaviour, but their priorities were different. The present research aims to assess what security officers think about their roles and duties, and the actual role of security officers in the workplace in England and Wales, South Korea, and Slovenia. The researchers are very confident that the study does highlight two very distinct orientations among security staff. Clearly, this study has identified similarities between the roles and orientation between the three countries, and it has also identified some key differences.

In England and Wales, and Slovenia, most security officers considered that they are, in point of fact, security officers. In the 'security oriented officer' function, emphasis is placed more on dealing with anti-social behaviour and maintaining safety than providing customer service. Security officers were much more preoccupied with security work with many aspiring to or demonstrating 'parapolice' orientations as noted by Button (2007), such as a desire to become involved in dangerous situations, using legal tools and force. The different cultures combined with different demands (particularly given dominance of drunkenness in England and Wales at night) have given rise to these orientations.

Security officers in South Korea seem to be more of a 'service oriented officer' because their tasks were not only more focused on service duty, but also due to the on-the-job training mostly comprised of customer service training. The mall in South Korea is surely better than the mall in England and Wales, and Slovenia in terms of providing services for customers, which is also one of the crucial functions of security officers. As this research mentioned, security officers in the South Korean mall give directions over 20 times an hour on average, but it is hard to find a security officer in the England and Wales mall, while visitors in Slovenia rely more on infor-

mation points in the mall, than on security officers in terms of getting information. This is distinct from the 'watchman' role identified by Button (2007) which was more focused on security roles, but those of low risk, little effort and low professionalism. The reason why security officers in these three countries have different orientations is that the leisure culture, training, consideration of security officers' roles, and working strategies are different. However, both functions of security officers are important in private spaces such as leisure areas, hospitals, and residential complexes. Recent studies also show that the roles of security officers have expanded with increasing functions, including crime prevention and customer service in the private as well as public sectors (Nalla & Wakefield, 2014; Wakefield & Button, 2014). Thus, the two functions need to be mixed as multi-function officers need to deal with safety of the site, customer care and emergencies.

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Primerjalna študija vloge zasebnih varnostnikov v večnamenskih objektih v Angliji in Walesu, Južni Koreji ter Sloveniji

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Prispevek predstavlja ugotovitve primerjalne empirične raziskave o vlogi zasebnega varnostnika v Angliji in Walesu, Južni Koreji ter Sloveniji. Vloga zasebnih varnostnikov postaja vse pomembnejša. Funkcije, ki jih izvajajo, segajo od storitev za stranke, preprečevanja kriminalitete do obravnavanja asocialnega vedenja. Do sedaj je bilo opravljeno veliko raziskav o naravi in ciljih zasebnega varovanja, njegove zakonske ureditve, rasti, odnosih med policisti in zasebnimi varnostniki, zadovoljstvu državljanov s storitvami zasebnih varnostnikov itd. Hkrati obstaja zgolj nekaj študij, ki so preučevale vlogo zasebnega varnostnika v praksi – pri vsakodnevem delu v konkretnih situacijah. Prispevek obravnava vlogo zasebnega varnostnika v nakupovalnem središču v Angliji in Walesu, Južni Koreji in Sloveniji, na način, da varnostniki ocenjujejo svojo vlogo in kaj dejansko počnejo vsak dan. Njihovo vsakodnevno delo so analizirali tudi raziskovalci – opazovalci. Študija primerja tudi vloge varnostnikov v treh državah in ugotavlja, kako so nastale razlike v vlogah. Analiza temelji na empiričnih podatkih iz treh študij primerov, pridobljenih s kvalitativnim raziskovanjem. Rezultati analize so pokazali, da v Angliji in Walesu večina varnostnikov ocenjuje, da je njihova vloga usmerjena v zagotavljanje varnosti. Ta občutek je še močnejši med varnostniki v Sloveniji. Varnostniki v Južni Koreji pa ocenjujejo, da je njihova funkcija bolj usmerjena v opravljanje storitev za stranke, saj njihovo usposabljanje na delovnem mestu večinoma obsega prav usposabljanje za nudenje uslug obiskovalcem nakupovalnega središča. Prav poudarek na storitvah za stranke v okviru delovne kulture in strategije je vplival na zasebne varnostnike v Južni Koreji, da svoje varnostne obveznosti osredotočijo na storitve za stranke. Vendar pa gre trend zasebnega varovanja v vseh treh državah v smer, ko bodo varnostniki postali večfunkcionalni in se bodo ukvarjali tako z zagotavljanjem varnosti kot skrbjo za stranke in upravljanjem izrednih dogodkov.

Ključne besede: zasebni varnostniki, vloga zasebnega varnostnika, primerjalna študija, zagotavljanje varnosti, opravljanje storitev za stranke

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