

Efficiency of Security Officers in Accordance with Policies and Regulations Within City Malls

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ABSTRACT

The study sought to determine the Level of Effectiveness of Security Officers in Conducting Policies and Regulations within Tagbilaran City Malls. This was conducted in the six (6) Malls of Tagbilaran City, namely; Island City Mall, Alturas Mall, BQ Mall, Marcela Mall, Alta Citta Mall, and Galleria Louisa Mall. This study used quantitative design with the use of survey method in gathering data. The participants were the one hundred twenty (120) customers of the malls. Self-made questionnaires were constructed by the researchers with the help of the thesis adviser. Pilot testing was done and subjected to Cronbach's Alpha Testing for reliability and consistency. The data gathered were then tabulated, analyzed, and interpreted using Cronbach's Alpha Testing to check its reliability and consistency. It was concluded that every Security Officers from the different Malls within the City of Tagbilaran is duly responsible for imposing policies and regulations therein. Security officers always ensure the safety of every customer in their jurisdiction. It is recommended that the best way to improve the perception of the customers towards them is through the customer service they provide, not just to direct clients or customers but to the general community they encounter. The presence of the security officers on sites provides security and comfort to the customers and guests so having them in any area is important for the reputation of a business or company. Training will also make a real improvement on how security officers perform, thus, their agencies must provide seminars and training to improve their skills and abilities. Agencies must hire security officers with clean backgrounds and good reputations. Security officers must always be alert and have an eye for security and safety.

Keywords: Security Officers, Level of effectiveness, Quantitative Survey Method, Policies and Regulations, Malls, Bohol, Philippines

INTRODUCTION

Private security is one of the fastest-growing industries in the world. Its rapid expansion since the beginning of the twenty-1st century exemplifies the prevailing neoliberal ideology, particularly its twin features of privatization and deregulation. The government seeks to decrease public expenditure and regulatory control by selling off public services, including prisons and police forces, supposedly to be run more efficiently under competitive market conditions. But the turnoff of the century has also seen increased resistance to these developments as popular movements have opposed the privatization of what are perceived to be essentially public services, demanding that the government maintain its role as a service provider in the public interest (Kontos, 2004).

Security companies have been prospering since the 1990s. It is as of now a standout among the most essential parts of universal relations. They give fundamental preparation to future security officers, help with the establishment of security contraptions, secure strategic help for business operations and risk trading off conditions, and so forth through training to battle. It seems more and more that we live in a society afraid of everything, where everything can be considered as risk-taking. This feeling of uncertainty and fear leads many individuals to manifest great interest in safety. In the context of a risky society, the requirement for insurance is becoming more and more pronounced, the main concerns of the insured being the guarantee of financial safety and security against a possible loss on a particular event. The entire process of insurance consists of offering an equitable method of transferring the risk in exchange for a predetermined price or tariff (David, 2015).

Business owners employ a variety of security and surveillance techniques to keep their property safe from crime and, in some cases, the threat of terrorism. Given the many security measures available to business owners, it is beneficial to understand how such security measures stand in the eyes of the public. This is especially relevant for proprietors that operate large venues and complexes (e.g., shopping plazas, sports arenas) that, due to their size and traffic, function more similarly to large public spaces than individual places of business. We assessed the attitudes of respondents regarding two commonly employed security techniques CCTV surveillance and uniformed security guards in shopping malls and stadiums. Perceptions of both techniques were

generally favorable, though respondents perceived uniformed security guards as safer and less invasive of privacy. Respondents also believed security guards were more effective at deterring crime and terrorism, while CCTV surveillance better allowed for identifying and apprehending suspects after a crime. We discuss the results' implications for proprietors' choice of security techniques and the role those public perceptions play in such decisions (Baucum, Nguyen, & John, 2018).

Nowadays a mostly pragmatic approach prevails in safety and security research. Currently, safety and security research are realized independently with each sector addressing its own kind of safety or security. Each kind of security mostly creates its own professional conceptual apparatus (Lukas, Hromada, & Pavlik, 2016). However, as emphasized by Gluck and Low (2017), safety is created and fruitful, not just an absence from, a framework. In Brazil, long-standing colonial notions are reflected in and generated within the settings of public and private security relating to social order. Nevertheless, security is a crucial issue a method for replicating modern racial and social dynamics hierarchies. The created and successful components of the Brazil's security industry is more diverse than just the execution of seeming, armed labor that is carried out with force to physical harm or a danger of physical harm.

At least half the world's population lives in countries where there are more private security workers than public police officers, according to a new Guardian analysis. More than 40 countries including the US, China, Canada, Australia, and the UK have more workers hired to protect specific people, places, and things than police officers with a mandate to protect the public at large, according to the data. In Britain, 232,000 private guards were employed in 2015, compared with 151,000 police (Provost, 2017).

Specialists in each fieldwork on and develop their kind of safety or security measures independently. Each kind of safety or security is solving its specific problems of that field which are meant to prevent danger or negative consequences. Because of this reason, each kind of safety or security was created by taking into account measures that make a reference object safe or secure. The different kinds of safety and security were researched and evolved separately. Until now there is no common theoretical basis for safety or security (Lukas, Hromada, & Pavlik, 2016).

Security has recently become something of a cottage industry. Most such efforts however are more concerned with reading the policy agendas of nation-states than with the concept of security itself. Often, this takes

the form of proposals for giving high priority to such issues as human rights, economics, the environment, drug traffic, epidemics, crime, or social injustice in addition to the traditional concern with security from external military threats. Such proposals are usually buttressed with a mixture of normative arguments about which values of which people or groups of people should be protected, and empirical arguments as to the nature and magnitude of threats to those values. Relatively little attention is devoted to conceptual issues as such. This article seeks to disentangle the concept of security from these normative and empirical concerns, however legitimate they may be (Baldwin, 1997).

However, the precise aspects that make securitization appealing have also limited its broader impact on security studies or foreign policy analysis (FPA), as these fields often adhere to the assumption of threats being actor-based and external. Nevertheless, several studies demonstrate that both the theoretical assumptions of securitization theory and prior empirical applications of these assumptions are useful when analyzing different policy and security issues, and the concept can be applied to a broad range of issue areas, contexts, and actors. In order to capture the applicability of securitization theory to the study of foreign policy, this article will set out to describe and review the central assumptions of securitization theory and the different conceptual developments that have taken place since its inception. I thereafter proceed to outline different issue areas to which securitization has been employed, focusing on both domestic and external military and non-military threats. This review of prior works demonstrates that although many studies are not self-proclaimed analyses of foreign policy, they capture important dynamics of the internal-external security nexus that epitomizes politics in the globalized era (Sjöstedt, 2017).

In the Philippines, the concept of national security has traditionally been understood primarily in terms of defense against internal challenges to the government and political system. Notwithstanding the ravages the country suffered directly as a result of external aggression during the Pacific War, the defense established and trained the bulk of its internal problems. These were communist rebellions since the 1950s, Muslim secessionism in the 1970s to the present, and for a brief period during the Post-Marcos transition rightist coup plotters among the military ranks (San Pablo-Baviera, 1998).

Fear has been expressed for the safety of public facilities in Manila after a lone gunman was able to enter an upscale casino and hotel complex

with an M4 carbine and gasoline, ring shots, had on and setting to gaming tables before immolating himself. Thirty-six bodies were found in the wake of the brazen attack on Resorts World Manila, which took place in the early hours of Friday morning. The Metropolitan Manila police chief said that they had suffocated from smoke set off by the gunman. (Hincks, 2017)

Preventing security issues is one of the most important goals of security officers because they play a defensive rather than offensive role when it comes to securing the property and maintaining safety for the public. Unlike police officers, security officers' duties do not include offensive tactics such as detaining assailants or apprehending criminals; instead, security officers can take preventative measures to deter crime including trespassing and burglaries. That's why it's critical for private security company managers to prioritize preventative measures and to teach security prevention best practices to their personnel. Your security officers must also be visible and observant to help prevent intrusion and crime from occurring on the property (Hincks, 2017).

Bohol is the kind of place that leaves an impression even without scratching its surface. But when one is given a chance to know Bohol as a Boholano does, the languid province's offbeat offerings make for an exciting intersection of cosmopolitan and countryside growth. In 2017, Bohol was rocked with a terror threat as 11 Abu Sayyaf bandits slipped into the province causing havoc and leading to month-long manhunt operations by state security forces which ended in the obliteration of the militant group. The chief police also cited the opening of the Bohol Panglao International Airport, which has been projected to drastically spur growth and draw more visitors to the province, as among driving factors to strengthen security measures. He noted that around 2.9 million people are expected to enter the province annually based on estimated arrivals at the airport and seaports in the forthcoming years (Salta, 2018).

A 45-year-old security guard was shot by another security guard who was allegedly drunk while on duty in Tagbilaran City. A tricycle driver was shot dead by a security guard following an argument over a parking slot. These recent incidents had a major impact in our city and it decreased the trust and morale of our fellow security guards. Can our security guards handle the pressure of handling these types of situations? With a new international airport, a revamped seaport, and an ambitious drive to promote emerging destinations, Bohol is bracing for a massive influx of

tourists. But can it handle the pressure? The security measures must be tightened by our government (Salta, 2018).

This study is based on the following theories, namely: Organization Theory “Hatch 1997”, Theory of Security “Kurtus 2012”, Modern General Risk Theory “Bert Almer 2014”, Use of Force Theory (2012) and Theory of National Security “Nadia Schadlow”.

It is the most basic definition of an assembly of people working together to achieve common objectives through a division of labor. An organization provides a means of using individual strengths within a group to achieve more than can be accomplished by the aggregate efforts of group members working individually. Business organizations are formed to deliver goods or services to consumers in such a manner that they can realize a part at the conclusion of the transaction. Over the years, security analysts and academic researchers have pondered several theories that attempt to explain the dynamics of security guards compliance, including the ways in which they make decisions, distribute power and control, resolve conflict, and promote or resist organizational change. (Hatch, 1997).

According to “Ron” Kurtus, security is the protection of a person, property or organization from attack. The theory of security is to know the types of possible attacks, to be aware of the motivations for attacks and their relationship to those motives. The security or defense against such a threat is to make it difficult to attack, threaten counter-measures, or make a pre-emptive attack on a source of threat (Kurtus, 2012).

There are criminally minded people who may attempt to attack individuals, property, or organizations. Property and buildings can be damaged or even destroyed in an attack. Another type of attack on property is theft. Companies, organizations, governments, and Countries may come under attack (Kurtus, 2012). Security Guards are required to protect a person, property or organization from attack. You need to know the types of possible attacks, to be aware of the motivations for attacks and your vulnerabilities. The security or defense against such a threat is to make it difficult to attack, threaten counter measures, or make a pre-emptive attack on a source of threat (Kurtus, 2012).

Modern life is characterized by risks of different kinds, some threatening all security guards and some restricted to the persons of property, motor cars, while still others are typical for some individuals or for special occupations. The corresponding accidents, losses, or claims will

occur suddenly and unexpectedly and may involve considerable financial loss. It is quite evident that modern life is subject for risk theory, and that some results in the purely mathematical theory might have applications in the study of problems in real life. In practice, however, we can identify risk theory with insurance risk theory or with the application of the theory of probability on insurance risk problems. This general definition has the advantage, that it covers a wide field of different risks and risk problems as specified in the insurance texts and a great collection of risk situations claims occurred (with corresponding loss amounts) is available in the claims acts. In fact, I believe Bertil Almer is of the belief that any actuary or mathematician, starting his researches in risk theory or in risk statistics, should begin his studies by a series of actual claims acts. (Almer, 2014).

The focus on human influences in organizations was reacted most noticeably by the integration of Abraham Maslow's "hierarchy of human needs" into organization theory. Maslow's theories introduced two important implications into organization theory. The rest was that people have different needs and therefore need to be motivated by different incentives to achieve organizational objectives. The second of Maslow's theories held that people's needs change over time, meaning that as the needs of people lower in the hierarchy are met, new needs arise. These assumptions led to the recognition, for example, that assembly-line workers could be more productive if more of their personal needs were met, whereas past theories suggested that monetary rewards were the sole, or primary, motivators.

Security guards are also employed as bodyguards and are usually nonuniform and highly trained in order to defend life and property. Different requirements are to have complied for application as security guard depending on the state and role of the office. For instance, in North Carolina, security officers must be licensed and certified by the Private Protective Services Board (PPSB). In California, security agents must obtain a license from the Bureau of Security and Investigative Services (BSIS). All security personnel is required to submit themselves to background checking and course training for different levels before they are given accreditation and licenses to be a security guard.

Republic. Act No. 5487, as amended by Presidential Decree No. 11. Section 4. Who may Organize a Security or Watchman Agency? Any Filipino citizen Or a corporation, partnership, or association, with a minimum capital of five thousand pesos, one hundred percent of which

is owned and controlled by Filipino citizens may organize a security or watchman agency Provided, That no person shall organize or have an interest in, more than one such agency except those which are already existing at the promulgation of this decree provided, further that the operator or manager of the said agency must be at least 25 years of age, a college graduate and a commissioned officer in the inactive service of the Armed Forces of the Philippines of good moral character having no previous record of any conviction of any crime or offense involving moral turpitude and not suffering from any of the following disqualifications; having been dishonorably discharged or separated from the Armed Forces of the Philippines; 2 Being a mental incompetent; 3. Being addicted to the use of narcotic drugs or drugs; and 4. Being a habitual drunkard. For purposes of this Act, elective or appointive government employees who may be called upon on account of the functions of their respective offices in the implementation and enforcement of the provisions of this Act and any person related to such government employees by affinity or consanguinity in the third civil degree shall not hold any interest, directly or indirectly in any security guard or watchman agency, (As amended by Pres. Decree No. 11.).

Wrongdoing can be predominant in the malls. In-house and agreement security associations have reacted by embracing interesting safety efforts custom fitted to shield their properties from this criminal infringement just as legitimate responsibility. Administering through corporate security either on an in-house or on an agreement level has become principal in private enterprises, for example, shopping centers. This part centers around corporate security at retail outlets. We initially inspect the development and sorts of retail plazas. We then, at that point, examine the normal components and nature of safety endeavors, the nature and areas of wrongdoing, and the obligation issues concerning retail plazas. At last, we think about conceivable future bearings of corporate security at retail plazas (Savard, 2014).

Crime can be prevalent at large shopping centers. In-house and contract security organizations have responded by adopting unique security measures tailored to protect their properties from this criminal encroachment as well as legal liability. Governing through corporate security either on an in-house or on a contract level has become paramount in the private industries such as shopping centers. This chapter focuses on corporate security at shopping centers. We first examine the evolution

and types of shopping centers. We then discuss the common elements and nature of security efforts, the nature and locations of crime, and the liability issues concerning shopping centers. Finally, we consider possible future directions of corporate security at shopping centers (Savard, 2014).

In this exploratory study article, we examine Russian citizens, more specifically youth (college students), perceptions of private security guards who come in contact with private citizens. We examine public attitudes toward the nature of security guards' work as it relates to their professionalism, effectiveness, and the degree to which they are satisfied with their work. Data for this research was drawn from a sample of 364 college students attending various universities in St. Petersburg, Russia. Our findings suggest the Russian students are ambivalent in general about the nature of security work, security guards' professionalism if they are effective, and that they are not satisfied with their services. However, positive contact with security guards appeared to be a strong predictor of their positive views on various dimensions of security guard work. Findings also suggest that there are group differences in terms of age, gender, and income in their views about the various dimensions of private security guards' work and occupation (Nalla, Gurinskaya, & Rafailova, 2017).

As shopping malls grow in size and sophistication in the United States, mall security officers need to have a wider set of skills to be able to respond to incidents ranging from a lost child to a riot by groups of teenagers, to amass theft, to gang activity. While malls may have professional security directors and managers to handle serious situations, they can't be everywhere and must be able to rely on their officers to respond effectively (Albrecht, 2019).

Mall operators now offer emergency evacuation training sessions for staff members. They have also added to the security staff; installed shatterproof windows and bomb-resistant trash cans; and expanded closed-circuit television security systems. Malls increasingly invite local emergency response teams to speak to their staff and to use the facilities after hours for practice drills. Some are turning to the very shoppers they hope to protect, encouraging them to report suspicious activity on social media outlets like Twitter (Kaysen, 2013).

Security systems and improvements are expensive. A closed-circuit television security system can cost hundreds of thousands of dollars to install and maintain, and much more if malls want to overhaul existing systems for newer, more sophisticated technology. Software and cameras (Kaysen, 2013)

The employment of private security guards has increased in many European countries in recent decades. However, despite large increases in the growth of the private security industry, little is known about how the public perceives agents of private policing and their role in crime prevention and enhancing the public's sense of safety. In this paper, we examine public perceptions of private security personnel. More specifically, we examine citizens' attitudes toward the nature of security guards' work, their relationship with public policy, and their level of satisfaction with private police services. Findings suggest that, on the whole, Dutch citizens have mixed opinions about private security guards. Nonetheless, contrary to what is often assumed about the public image of private security, findings also suggest that respondents tend not to view the nature of security guards' work and their professionalism in purely negative terms. Contact with security guards was a key predictor of satisfaction with guard services (van Steden & Nalla, 2010).

According to Welsh, it is important to assess the effectiveness of the full range of surveillance measures that are used to prevent crime in public places. Closed-circuit television and improved street lighting are the most well-developed measures that are in current use, at least in terms of the evaluation literature. Other widely used public area surveillance measures include security guards, place managers, and defensible space. Twelve evaluations met the inclusion criteria. There is fairly strong and consistent evidence that the defensible space technique of street closures or barricades is effective in preventing crime in inner-city neighborhoods. In the case of security guards, the weight of the evidence suggests that it is a promising technique of formal surveillance when implemented in car parks and targeted at vehicle crimes. The surveillance technique of place managers appears to be of unknown effectiveness in preventing crime in public places. Implications for policy and research are discussed (Welsh, Mudge, & Farrington, 2010).

Rowland in his study tried to establish how well the public distinguishes between uniformed patrol officers patrolling shopping malls, and whether they have different effects on feelings of safety and worry about crime. It is based on interviews with a sample of 502 shoppers at VE shopping malls in Southern England. Using photographs, most respondents correctly identified the police officer and the PCSO, whereas fewer recognized the ACSO and private security guard. Police officers instilled the greatest feelings of safety, well above PCSOs, who, in turn, were rated above

security guards and ACSOs. Police officers also generated the most worries, especially among young women. Police officers emit 'control signals' that have stronger positive effects on reassurance, reacting correct identification combined with established regard and confidence. Patrol officers who were not police officers provided weaker 'control signals'. Correct identification made less difference to the reassurance they provided, especially for security guards. Police officers appear to be as cost-effective as PCSOs, though far less so than private security officers. Successful 'reassurance policing' depends on who carries out the policing as well as what is policed (Rowland & Coupe, 2014).

The objective of this study is to determine the level of effectiveness of security officers assigned in every mall within Tagbilaran City and the level of effectiveness of security officers in policies and regulations in every mall. This study also determined the impact of security officer to the consumer's needs.

RESEARCH METHODOLOGY

This study used a quantitative design employing a survey technique to assess the profile of the respondents and their level of effectiveness towards security within malls. The locale of this study are the major malls located in Tagbilaran. The research respondents the security officers, and randomly selected customers within the selected Malls in Tagbilaran City who were 18 years old and above. Since there were 6 selected malls within the city, it was decided to choose 10 respondents for the security officers and 10 respondents from the customers. The overall total number of respondents in this study were 120. These respondents were selected through random sampling method of the security officers assigned in every mall in Tagbilaran City as well as the customers. The self-constructed tool was subjected to pilot testing and Cronbach's Alpha testing to ensure reliability and validity.

To ensure that the ethical consideration has been properly addressed, the study was submitted for ethics review by the University of Bohol – Research Ethics Committee. This is to make sure that the information gathered from the participants involved is treated with the utmost confidentiality. This study used a simple percentage in analyzing and interpreting the data.

RESULTS AND DISCUSSION

Profile of the Respondents. As to the type of respondents, 50 percent were security officers, and 50 percent were citizens. As of the respondent's ages, respondents the highest response belong to the category of 18 to 25 years old with a percentage of 34.2 and the lowest is belong to the category of 46 to 59 years old having a percentage of 14.2. As for the sex of respondents, 54.2 percent were mal, and 45.8 percent were female. As of Civil Status 46.7 percent were single, and 53.3 percent were married. As for educational attainment the highest response belongs to the category of college level having a percentage of 40 percent and the lowest belong to elementary graduate with a percentage of 1.7 percent.

Overall Level of Effectiveness of Security Officers in Conducting Policies and Regulations in Every Mall. The highest level of effectiveness is that security officers are helpful at all times with a weighted mean of 3.84 interpreted with strongly agree. The lowest level of effectiveness is that security officers handle assistance with politeness at all times, with a weighted mean of 3.53 interpreted the same. The composite mean is 3.62 interpreted as Highly Effective.

Level of Effectiveness of Security Officers as Perceived by the Local Residents. As perceived by the residents, the security officers are Highly Effective. Some answers were as follows. Rated as the highest level of effectiveness is the item on "Security officers are helpful at all times." The lowest effectiveness rating was attributed in the item on "Security officers handle assistance with politeness at all times." The composite mean gained Highly Effective rating.

Level of Effectiveness as Perceived by Security Officers. As perceived by the security officers, it is rated Highly Effective. The highest level of effectiveness was in the item on "Security officers are doing a good job in maintaining peace and order inside malls all the time." The lowest level of effectiveness is rated on the item, "Security officers treat all persons equally without discrimination at all times." The overall result showed Highly Effective rating level.

Table 1. Degree of Difference in the Level of Effectiveness of Security Officers in Conducting Policies and Regulations in Every Mall as Perceived by Local Residents and Security Officers.

| Tests of Normality | | | | | | |
|---------------------|---------------------------------|----|------|--------------|----|------|
| Type of Respondents | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
| | Statistic | df | Sig. | Statistic | df | Sig. |
| Citizen | .176 | 60 | .000 | .901 | 60 | .000 |
| Officers | .117 | 60 | .041 | .940 | 60 | .005 |

a. Lilliefors Significance Correction

| Variables | Mann-Whitney U Test Value | P-value | Decision | Interpretation |
|---|---------------------------|---------|------------------------|--|
| Type of respondent and level of effectiveness | 614.000 | 0.000 | Reject null hypothesis | Level of effectiveness between the type of respondents |

As shown in Table 1, there is a significant degree of difference in the level of effectiveness of security officers in conducting policies and regulations in every mall between local residents and security officers. Results revealed that there is a significant difference in the level of effectiveness between the types of respondents, with a p-value of 0.000 which is less than 0.05, hence, the null hypothesis was rejected. Security officers have a higher level of effectiveness as the local residents'/ customers' feedback.

CONCLUSIONS

The results were analyzed and it was conducting the study, we finally concluded that all security officers from the different malls within Tagbilaran City are duly responsible in imposing policies and regulations therein. Residents are in good condition and safe in every mall. Security officers always secure the safety of every customer. However, they do not know how to deal with a crisis situation like typhoons, hurricanes, earthquakes, and etc. They do not know what to do in case of terrorist attacks. In dealing with customers, Security Officers must control their anger and emotions. Security Officers must limit the use of force when apprehending criminals inside or outside the establishment.

RECOMMENDATIONS

Based on the findings of the study, the researchers formulated and came up with these following recommendations:

1. The best way for security officers to improve the perception of the customers towards them is through the customer service they provide, not just to direct clients or customers but to the general community who they encounter in their day-to-day living. The presence of security officers on sites provides security and comfort to the customers and guests so it is important having them for the reputation of a business or company;
2. Training will also make a real improvement to how security officers perform, their agencies must provide seminars (Crisis Prevention and participate in Unarmed training Judo or self-defense classes, Armed Training like in the shooting range) to improve their skills and abilities.
3. Agencies also hire officers with clean backgrounds and good reputations. They must always be alert and have an eye for security and safety. Security Agencies have permission to have joint pieces of training with UB College of Criminology and also with PNP, BJMP, BFP, and AFP personnel.
4. A security officer must be dependable and thorough, along with physical abilities and perfectly suited for the position. He is also not allowed to skip a day of work and call to report that he is ill, and should always perform his security checks at the facility in a comprehensive manner.
5. The researchers also recommend that this study be disseminated to security agencies within Tagbilaran City to know the basics of what the security officers must do and the don'ts. With this study, the public will be aware and be attentive to help deter crime.

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