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The concept of security awareness, its development from the point of view of national security, counter-terrorism, and private security

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Abstract

In their article, the authors present – using a comparative approach – the current issue of security awareness. In doing so, they start from the concept of security, then move on to the concept of security awareness, and outline the significant moments of its development concerning national security services. They then briefly flash police crime prevention and then move on to the security awareness presentation from a counterterrorism perspective. The article concludes with a presentation of the topic from a private security perspective and a case study from an international context. In the summary, the authors believe that, in addition to a similar methodology, national security, counterterrorism, and private security security awareness support and complement each other.

Keywords: security awareness, counter-terrorism, private security, police crime prevention

Thoughts on security – Introduction

Security is perhaps one of the oldest needs and desires of individuals, human communities, different societies. The need for safety is triggered by undesirable dangerous events that have occurred in the past or are occurring in the present. The community works ever again on changing the undesirable situation and on restoring the desired order. From this sequence of actions, the given responses, the defense itself emerges. Safeguards are direct responses to specific events

that need to be addressed immediately. The perpetuating tasks resulted in the creation of defense organizations – national defense and law enforcement – that deal professionally with the management of problems. These professional communities were expected to deal not only with the undesirable event that occurs acutely, but also to examine it in their context and system. As we have already used the terminology of emergency response, which is mostly part of the language of health and medical care, we would stick to that for further presentation.

Let's look at the operating logic of medicine:

- symptoms
- diagnosis
- symptomatic treatment
- healing
- aftercare
- prevention

If we translate this into, let's say, the language of counter-terrorism, we will see the following:

- symptoms = perception, detection
- diagnosis = analysis, evaluation
- symptomatic treatment = detection, eradication
- healing = limiting and eliminating 'hostile' possibilities by exploring the causes
- aftercare, prevention = social dialogue, information, education, training on, and development, maintenance of safety-conscious behavior

This article aims to dissect topics on safety-conscious behavior, which is security awareness.

The development of security awareness as a concept and phenomenon

At the end of the 2010s, security awareness or awareness-raising activity seems to be improving in the activities of the broader law enforcement agencies mentioned in the title. The authors therefore, concluded to introduce the concept of security awareness and to briefly outline its content in the activities of public and private security services.

As a first step, it is worth exploring the content of the concept. If we start from the meaning of the English word, then the aptest translation of awareness will be safety-consciousness. If we examine the activity to be outlined later, then the mentioned awareness is nothing but the state of purpose, as it is the kind of high-level (security) awareness that is created as a result of the complex enlightening and educational activities of the services. Examining the concept further, we can also say that its content element is also an action arising from awareness, that is, in addition to learning about safety procedures and recommendations, its observance; or, if they appear to be damaged, to inform the responsible services.

In a broader sense, the term also includes literary and/or cinematographic works made for artistic or at least entertaining purposes, with the additional aim of creating a kind of positive image of national defense, law enforcement, and national security organizations, thus creating a receptiveness in case of their inquiries and contacts.

Thus, if we undertake to create a definition it reads as follows: Under security awareness we understand the different activities of law enforcement and private security agencies as the production and delivery of complex posters; lectures, film screenings, educational training activities, which result in the development and maintenance of security-conscious attitudes and procedures, involving contact and inform law enforcement agencies in case of the security breach.

A brief overview of security awareness concerning national security

Let's move on to the emergence and evolution of security awareness. Behind the emergence of security awareness, one can recognize the obvious circumstance that services have not been able to detect all counter-interested or potentially counter-interested activities at any historical era. To be able to carry out their work effectively, they first needed signals about people who posed potential threats, and, second, it was justified to make things more difficult for the opposing party by developing and maintaining safety-conscious behavior.

This is still the case today. The hunger for information on national security, counter-terrorism, counter organized crime topics is almost unquenchable. The change in the modus operandi of the acts committed – higher grade of organization, more intense conspiracy, the rise of lone perpetrators, the intertwining of terrorism and organized crime – increasingly requires information from the society in general, and small communities as well, because in many cases these crumbs lead to a solution. For the listed professional fields to obtain information from these sources, they must enjoy the trust of the people, of the society. Trust is a very volatile good. There is a lot to do to gain it, and especially to

keep it. Transparent, community-understandable activity, fast and factual professional communication are the foundations of confidence and trust-building. At the same time, the role of 'publicity-makers' is inevitable in destroying trust – which is much faster than building. We immediately point out that the problem is not addressing these issues, even in a critical manner, but the sometimes uncontrolled, distorted, misleading claims. By irresponsibly classifying authorities as 'incompetent', 'unable to do their job' but at least 'doing nothing', the trust base of national security and law enforcement agencies is eroding incredibly quickly. It is our firm position that quality policymaking and journalism must also be characterized by accountability.

In older periods, the identification of people with challenges and their reporting to the authorities came to the fore. It is memorable that we can already observe a kind of spy panic even in the wars of the Middle Ages. Historical memory has preserved its negatives and overdrive features. However, from a professional point of view, it is legitimate to assess that vigilance has been raised against opposing spies and that several triggers have been received by the 'services'. This is still remembered by the obligation to report certain serious crimes, mainly against the state and against humanity (Görgényi et.al, 2019).

By the third third of the 19th century, not only will national security services appear in a modern sense, but with the appreciation of prevention, awareness-raising activities will be expanded with new tools. Here, we mainly highlight the posters (URL1) and attention-grabbing inscriptions (URL2), which were made in mass in the conflicts of the era, such as in the First World War, which introduced the short 20th century. It can be said that a significant part of the surviving posters served the purposes of war propaganda in the broadest sense on both sides, but the goals of security awareness in nowadays' meaning can also be well grasped. We can also mention the appearance of various novels and pamphlets (Matyasovszky, 1984; Mág, 1984; Berkesi & Kardos, 1986) made with varying sophistication for the period after the First World War. For World War II., the security awareness toolkit was expanded to include films, and it can be said that this toolkit has largely survived to the present day.

Concerning Hungary, the above-outlined development can be well presented. After the First World War, with the advent of independent Hungary and the independent national security services, one can see the survival and development of the tools developed in the First World War. Not only posters from the era, but also literary works that can be classified as security awareness in a broader sense, have survived. In close co-operation with the national security service, and later in an organizationally integrated way, there was also an organization responsible for patriotic propaganda (Kádár, 1984).

After World War II, ideologically reframed, security awareness continued to live on and evolve. Among the memories of our time, we can highlight here mainly novels and films made for a wider audience, which also have a security awareness function.

Following the change of regime, security awareness was temporarily pushed into the background to reappear in the 2000s, as the services and agencies' mission became clearer, fulfilling its useful and indispensable mission.

Today, national security services carry out their security awareness activities primarily in the framework of or in close cooperation with the so-called institutional protection. As the first step of security awareness, lectures will be organized and information leaflets will be held, and in connection with it, paper-based or electronic information materials and leaflets will also be handed over. In addition to brochures, you will also find posters and memorabilia. To increase efficiency, prospectuses can be customized according to the needs and level of threat of the target audience.

Parallel with the development of technology, the focus of security awareness is shifting primarily to information technology [hereinafter IT] and cybersecurity. This field has come to the fore so much that it has become independent, and in some cases, the concept itself is just that for many. However, national security services obviously maintain a complex approach to security and threat. Naturally, IT and cybersecurity awareness has now become commercialized and has become an element of the activities of companies working in this field.

Following the process, it can be said that, in the optimal case, as a result of security awareness, signals are received by the services. Compared to other elements of the toolkit of law enforcement services, it can also be justified to state that security awareness can also play a kind of door-opening role, as the helper-support role of the services becomes tangible.

Outlook - experience in police crime prevention

To have a better understanding of the situation, the 'older relative', crime prevention, and its system should be called for help. In doing so, we call on the personal experience of one of our co-authors, Nándor Jasenszky.

In the early 1980s, the main profile of the Burglary Group of the Budapest Police Headquarters (hereinafter: BRFK) was the burglary with a high value of HUF 100,000 (approximately 300 EUR) and above, which is now ridiculous. The professional community and its leaders expected and demanded that during investigations, they examine the enabling circumstances, and those

steps that can be done against them in an appropriate form. We will take just one example out of the myriad. When a series of home burglaries using the method of so-called cylinder lock breaking, which was almost unknown in Hungary so far, started in March 1982, the investigation of the crime was a priority from the first minute. The method made it possible to open a lock fast, simple, with few resources. The other important moment was that the burglars attacked the most commonly used, so-called 'pear-shaped' cylinder lock insert in Hungary. With the given experience, in addition to the ongoing reconnaissance, they contacted the manufacturer of the ELZETT lock in question and began exploring the possibilities of modifying the locks and lock environments to prevent the intrusion method. The solutions developed at that time are still alive today and have been integrated into the manufacturing process of secure locking systems.

In the early '80s, BRFK's asset protection department also had an organizational response to curb burglary, setting up the Property Protection Advisory Service, the first and only in its time when police and staff with the adequate technical experience provided complex security systems, advice and liaising with citizens on security services. Later, crime prevention became an independent field, they still carry out their work extensively, with appropriate organizational background and an external social relations system.

Security awareness in counter-terrorism

Before the change of regime in Hungary, terrorism and counter-terrorism could only be dealt with in a very specific way, almost with the complete exclusion of the public and society. However the 1972 Munich Olympic attack, which can be considered the cornerstone of modern terrorism, or the activities of the Red Brigades, the Red Army Faction, were well-known events for the public as well. At the same time, in the bipolar world order, these have been served as acts, that – in the false public perception – cannot happen to us. This period was marked by, to put it mildly, a politicized attitude from the point of view of ,your terrorist - my freedom fighter'.

After the change of regime in 1989, the situation in Hungary fundamentally changed too. The strong development of private property, the transformation of the economic structure, the changes in the challenges and tasks of society, the legal system, national security organizations, and law enforcement agencies have to adapt to the new situation. Such a large-scale, complex change in circumstances has led to the conclusion of the treatment model described

in the present study, even in the most optimal case, only to symptomatic treatment. This was also the case in the fight against terrorism and the fight against organized crime. There were no in-depth causal analyzes, no mature proposals, and in many cases, society and politics were indebted to what they expected from responsible professional organizations. Thus, unfortunately, haste, improvisation, and ad hoc treatment of momentary surface problems were determining.

At that time, the special formation of security-conscious behaviors was strongly pushed into the background. The formation and development of an increasingly active, self-conscious society have continuously developed a more open, much broader communication. The amount and speed how information having been displayed have increasingly affected everyday life. Of course, suggestions about negative phenomena also gained much more space in this. A detrimental side effect of the news competition – that suddenly became multi-player – was, that speed and quantity were at the expense of credible information and quality. The media has become an influencing factor in the sense of security.

The next, fortunate moment is the consolidation. The cornerstone and starting point of them is the establishment of the Counter-Terrorism Center (hereinafter TEK) in 2010, responsible for detecting and countering terrorism. TEK has (URL4) been working for many years to broaden its dialogue with society. It currently focuses on certain target groups, but it also strives to continuously expand the circle not only through the means of mass media but also through the possibility of personal appearances on the spot, holding lectures and briefings. With the information provided in this way, it wants to achieve the development of the safety awareness cycle. The essence of this – in our opinion and experience – is the cycle of security levels.

Privacy - private security

The rules related to general safety for people, their immediate environment, and their families are almost genetically coded, the protection of the child, the home, the values are determined by many years of experience, and by the habits and rules passed down by previous generations. The rules change or may change due to external influences, but they are usually only slightly fine-tuned, sometimes only as technical possibilities evolve.

Employee safety

Employee safety has been greatly influenced by the corporate culture of the workplace, the extent to which the employer is exposed to safety challenges, the extent to which it has been involved in extraordinary events in the past and presumable in the future. We are talking about complex processes, as in addition to personal security, the protection of property or data and information security and other security needs specific to the given workplace also appear here. A workplace security culture can already have an impact on an individual's private security.

Business security

It is important to make it clear at the outset that business security is not the same as corporate security. The difference is formally only a few letters, but the content is huge. Business security is responsible for the entire operational vertical of the business. Continuous monitoring of the operating environment, human factors, employees, suppliers, subcontractors, product-market positions, competitive monitoring, trade, marketing, transportation security, action against internal and external abuse, continuous operation, are all part of it. It is a very wide-ranging, multidisciplinary activity. Based on international and domestic experience, complex business intelligence – its offensive and defensive field – is the custodian of developing this highest level of corporate security culture. Of course, this can greatly influence the attitudes of those involved or affected by safety. Within a company, in the workplace community, security awareness-raising must be lived through and fought to get in our minds from 'corporate GESTAPO' [Geheime Staatspolizei – Secret National Police] to 'inevitably necessary' perceptions and the acceptance of the related security organization and security regime.

Security awareness related to counter-terrorism

In the field of counter-terrorism security awareness, we must try to organize our work in a logical order and build it accordingly. This is essentially twofold, prevention-preparation, and management of incidents.

a) Prevention preparation: general information, provision of information for prevention

- the history, manifestations, and trends of terrorism as a phenomenon today;
- presentation of terrorist acts;
- recognizing the implementation behaviors, their preparation, recognizability;
- planting the idea of 'it can happen to you';
- (We should reach that when we are protecting our children not only from the candyman but also from grabbing the package left unattended);
- social awareness work on terrorist acts at the appropriate levels, with content assigned and aligned to the levels.

From school age onwards, it is important to address in an appropriate form the issues of 'what to look out for', 'what to notice', 'whom to talk to' and, 'if it happens, what to do'.

Additional sensitization tasks related to terrorist acts can be built on these foundations in childhood and adolescence later, already in the adult world of work and everyday life.

b) Dealing with events that have occurred: the 'it has happened, and we are in it' situation. Here, the work is based on the continuous and rapid analysis and evaluation of events in the world, the exploration of the causes and circumstances of the phenomena. We need to be able to convert this information into recommended rules of conduct.

It is also the conviction and mission of terrorism prevention professionals to help people's everyday lives with a comprehensive, professionally sound, understandable, and practical information package. In this connection, the manual entitled 'Everyday Safety' (preventive protection recommendations) published by TEK can be downloaded from the TEK website in e-book format (URL3). In his foreword, János Hajdu Police Lieutenant General, Director General of TEK, stated:

'Something has changed in Europe. The series of terrorist attacks that began in Paris in November 2015 fundamentally reshaped the security situation on the continent. The activity of terrorist organizations, regular attacks, changes in perpetrating behavior, and the emergence of a larger number of lone perpetrators required other types of law enforcement responses. The perpetrators, the circumstances of the acts committed, the facilities attacked and the events indicate the need to intensify the dialogue with social groups and to strive for the development and care of civil security awareness.'

Towards the end of the discussion on counter-terrorism, it is important to mention a dilemma. Figuratively speaking, while the 'what-why' question is already being outlined, the answering to the 'who and how' question is yet to come.

TEK is a reconnaissance and countering organization with operational, liquidation, and outstanding personal protection capabilities. In its current organization, it can support the security awareness and social sensitization program with its experiences, evaluations, and analyses. Its quality and, above all, effective implementation requires human and other resources. Consideration could be given to how this direction could be integrated into the career model of the TEK and other national security and law enforcement agencies. The colleagues with decades of experience could be the guarantees of a professionally credible, high-quality, awareness-raising program. The elaboration of this topic is already crying out for the next article.

The essential role of private security

In the last three decades following the change of regime, the police, losing their monopoly position, have also caused an identity crisis, while producing quite a few private and community law enforcement organizations. The postmodern transformation, the pluralism of law enforcement, meant two things at once, on the one hand, the breaking of the state law enforcement monopoly, and on the other hand the prominence and significant increase of private security and civilian law enforcement (Kerezsi & Nagy, 2017). The free market economy and the rise of private property following the change of regime and the rapidly growing need for protection have necessarily created business-based private security companies with activities complementary to public security and later gaining civil rights. They are important in all areas of value and property protection. The existence and growth of the security sector is proof that citizens are taking care of their own security, thus taking back the right, previously embodied in the state, from the state (Kerezsi & Papp, 2017).

It is noteworthy that already in 2008, Hungary was one of the ten European states in which, due to the opening of the market, a larger number of private security service providers were present than the state security bodies (Tóth, 2017). In 2020, the number of domestic private security companies was 6,461, while the overall number of issued identity and security guard cards was 96,008. (Data provided by the National Police Headquarters at 2020 / 12 / 31.)

No matter how prepared a private security service provider is, the bottleneck in its effectiveness is the weakest link in the service, and thus the impact of the part(s) on the whole, so the stability of the activity may depend on the strength of the weakest element. Based on this, we must be able to get everyone involved in the creation of security as a product to see it as their own, in the process, as a quasi-security professional, to take on the part that comes to them. By strengthening individual and collective security awareness, a professional private security service provider almost imperceptibly involves and makes interested, in the manner and to the extent relevant, all persons involved in its activities, in creating security in the common interest and minimizing the possibility of preventing crime.

Developing security awareness in private security

Recognizing that creating security is everyone's responsibility, in which we can only achieve meaningful results together, can even be considered as a half-success. At the same time, it is important to start raising awareness not by describing the direct facts, the safety directives, but by understanding that with our conscious behavior we can make our own lives and environments, and thus the lives of our family members and loved ones, safer. By this we mean, for example, the closing of our apartment door, the observance of traffic rules, the proper protection of our values, or even the careful care of our withdrawals from ATMs [Automated Teller Machine], and thus the transformation of our thinking in this direction.

The individuals must be made aware that they are not alone and, although mostly unnoticed, we are always there, behind them and they can count on us at all times. We need to make our day-to-day contact information available to us and say that there is no unnecessary signal, there is only one that someone feels important to bring to our attention for our common mission. At the same time, we also show you what and how to do if a third-party forces you to give that signal, how you can — without compromising your own — let us know.

It is worth putting more emphasis on the special safety rules required by the employer after mastering the basic safety – work, accident, fire, and health funds – and placing it in context by expanding the existing basics. This can be done through attendance, e-learning, or blended learning (thematic, cross-thematic, such as records management, confidentiality rules, recognition of violence at work, etc.), which can be done in an organized work environment or even through self-training. It is necessary to build the issue of security based on appropriate professionalism, in a way that can be understood and processed by non-security professionals, by analyzing situations that have taken place and are real.

Information setting out security measures, brochures issued and leaflets posted should carry a clear, simple, and secure message. Presenting clear information on how to identify situations that pose a threat or indicate its occurrence,

and exactly what to do in these cases, when and how (for example, to turn off your computer when you leave your workstation, connect only company media, close the drawers of our desk, storage cabinet, or where to leave the building in the event of a fire alarm, etc.).

Case study: safety awareness in hotels

Alan Orlob, former security director at hotel giant Marriott International, says changes in terrorism need to be monitored and kept pace, vulnerabilities reduced, and soft targets hardened as needed. Protection measures and procedures need to be adapted to changing risks and as terrorist organizations develop their attacks, security professionals need to develop measures to prevent them (Orlob, 2009).

In 1990, following the Panamanian invasion of the United States, Ed Fuller, former head and adviser of Marriott International, felt for the first time the need to develop a crisis management program for hotels because Marriott guests - in the absence of a crisis management plan - hid themselves e.g. in the hotel's fridges when Panamanian soldiers arrived. Another turning point in the company's crisis management strategy was the terrorist attacks of September 11, 2001, when, like the United States Homeland Security Advisory System, a vulnerability level system was established that categorized vulnerabilities into five categories and defined security measures mandatory for those levels (Mattyasovszky, 1979).

They recognized the fact that it can be a huge benefit in preventing a potential terrorist attack if hotel employees also have basic security awareness, and notice and report to the security service if they experience any abnormality. Although the company's hotels operate in different parts of the world, mostly in different security environments, certain educational elements are equally present in all of them. These include, among other things, learning about the crisis management plan and raising awareness that they are protecting not only their guests but also each other through their security-conscious behavior.

The crew member receives the first security training after recruitment, but before entering the job, which is usually once a year for two hours, or three to four months in case of need to transfer special knowledge, such as emergencies, terrorist attacks.

The training of private security professionals was provided by the hotel chain, based on uniform criteria compiled in several cases by former soldiers, law enforcement and counter-terrorism officers, who were aware of the risk of potential attacks, thus they had been focusing on the transfer of real useful knowledge and skills. The training includes a description of the hotel's crisis management

plan and security protocols, emergency procedures, perpetrator methods, and their identification, as well as the transformation of terrorism, new types of threats, and their recognition, tailored to the skill level of the general and specific knowledge appropriate to the position and indication. Properly trained, these staff will be one of the effective signaling pillars of hotel security, they will be the first to notice if there is any change or suspicious event in their immediate work environment, as they know the environment best.

The main elements of the training are the presentation of the crime and the preparation for the commission of certain criminal offenses, the cases that have mostly taken place, as well as the presentation and analysis of educational films made by Mariott staff on the following topics:

- unknown persons appear around the building for a long time or repeatedly,
- an abandoned vehicle in the vicinity of the building,
- vehicle arriving without a number plate or with a dirty, invisible number plate,
- overweight vehicle,
- hotel guests arriving without or with a conspicuous number of packages,
- a person wearing clothing which is conspicuously thick concerning the weather,
- abandoned luggage on the hotel premises,
- a guest who pays in cash for larger items that are normally paid by credit card,
- if anyone is asking staff for information that is not necessary for a guest;
- persons photographing or drawing the building,
- suspect items left in a guest room, as large amount of cash, maps, floor plans, cables, batteries, metal parts, chemicals, ammunition, firearm or firearm parts, radio communication equipment,
- 'Do not disturb' sign exposed to the door for more than 24 hours,
- unauthorized persons on the site without an identifier, etc. (Lippai & Thieme, 2020).

We have to mention here the hotel chain's, 'See something? Say something!' program, the basics of which are acquired by all staff members through recurrent training. As part of the program, there are attention-grabbing color diagrams on the sections of the guest room that have been traversed by the hotel staff, with pictures of the main elements of the safety awareness training and their textual explanations. Such as a photo of an abandoned package in the hotel guest room, with the text 'Abandoned package' below, or a photograph and description of a weapon, drug, or suspicious item, and so on.

Conclusion

In conclusion, given the complex and multifaceted nature of security, national security, counter-terrorism, and private security agencies operate on the basis of a similar methodology to achieve similar or in many cases identical objectives. In their sensitizing activities, they can adapt and customize each other's methods. Their work complements and supports each other, either interdependently or independently. Their work together leads to a common treasure shared by all of us – the complex security.

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