

SAFETY CULTURE OF TOURISM SECTOR IN THE FUNCTION OF STRENGTHENING THE SECURITY CULTURE OF CITIZENS

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Abstract

More intensive technical and technological progress, constant industrial development, complex socio-economic reality and frequent political changes create a favorable environment for the emergence of new risks and threats to the security of persons and businesses and the negative impact on the operations of companies, whose consequences are felt by those involved in tourism. The present security threats impose an adequate approach, good organization and timely response in order to minimize the negative effects. Strengthening the security culture within companies engaged in tourism and expanding the security culture among users of tourist services would increase the level of citizens' safety culture, which is one of the prerequisites for suppressing risks and achieving significantly better security environment of the state. This paper discusses possible risks and security threats, the role of managers and employees in the tourist activity in the prevention, education of users of services and implementation of security measures in case of need, as well as the impact on strengthening the safety culture of citizens.

Key Words: *security threats, tourism, security culture, citizens*

JEL classification: *L2*

Introduction

Security is an extremely multifaceted term, and in its narrowest sense signifies security or protection, whether it is a person, an object, a system, or a business. In addition to the numerous definitions that seek to determine the concept of security more closely, each is more or less accepted as accurate, but not complete. This is because security, in the context of accelerated social development and the demands that this

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dynamic process imposes in the 21st century, is a changing category. We are witnessing ever more intense technical and technological progress, permanent development of industry and information and communication technologies (ICT), as well as the increasingly complex socio-economic reality and rapid political changes that create a favorable environment for the emergence of new risks and threats to the security of persons and businesses. It is reflected negatively on the business of companies, and those who are engaged in tourism. In addition, depending on the definition of security to be explained, whether it concerns security of an individual, security of institutions, state security or security on a global level, security, i.e. security or protection is a subjective feeling. In the Military Lexicon, the concept of security is defined as a state, organization, and function (Ratković & Petrović, 1989).

Bearing in mind that security or security measures involve a range of activities, it is necessary to fully consider all the security threats that individuals, citizens, businesses, systems, or objects are exposed to. For instance, the frequency of security threats, for example, in terms of extremism, has a significant impact on the geographical area, that is, in countries where the socio-political situation is unstable. Security threats related to ICT systems are a global phenomenon that, in spite of extremist attacks directed primarily at one geographical area, does not know the geographical boundaries. Although it is the 21st Century - the 4th Industrial Revolution, the terrorist and extremist groups continue to carry out their attacks in geographically limited areas, directing a message to that area. "Given the importance of the Balkan region, as well as the degree of economic, social, cultural development of the people who inhabit it, the question arises as to why extremism emerged in this area. How is it possible that at the end of the 20th and the beginning of the 21st century, in the era of total spiritual, scientific, industrial and technological progress, the southeast of the European continent faces a number of security threats from extremism that occupies an important place? The Balkans is a region that faces the existence and operation of a number of radical organizations, ideological movements that propagate their ideas in a legally unacceptable way. The common characteristic of all extremist organizations and movements is the exclusivity dose for those who do not support their program. In addition, there is a danger that their ideas can be achieved through violent means, including armed action (Beriša, et al., 2016).

Serbia, as part of the Balkans that has been the region where the emergence of extremist organizations has been registered in the past decades, is confronted with one of the biggest challenges of today - providing a safe living, business and even a tourist environment. When it comes to citizens, the main focus is on personal safety, which means safe movement, safe living in premises and open space, safe food, personal data protection, economic security, etc. Citizens' security requires a complex and multidimensional approach because it is an essential element that affects the safety of society as a whole. Placing an individual or citizens out of the context of the security of the entire society would pose the greatest danger to society, which does not mean in the narrow sense of mobilization, but permanent education in terms of familiarizing the individual with security threats and strengthening the security culture at all ages. Observing security from this perspective represents the starting point for security at the global level, and an increasingly complex socio-economic reality and political change imposes the need for new forms of security access. One of them is to strengthen the security culture of citizens in a direct way, that is, by providers of various types of services and products. Through identifying potentials and weaknesses, each country should strive to launch an initiative under the auspices of competent ministries and to actively work on building its own recognizable and necessary competences in tourism, where a special focus should also be on the security aspect, offering customers and tourists a different offer products and services that would represent a combination of attractive natural, historical, cultural and social content (Vidović & Beriša, 2018).

In essence, security is the establishment of a state in which there is no danger, i.e. establishing the protection, but also the totality of the activities (processes) to protect this state. Security as a function of business is an organized set of activities that protect a certain entity or value (company, activity, etc.), above all its vital parts, the holders of any illegal activity, an incompatible activity, within or outside of it provide the necessary (optimal) security conditions by planning, organizing, implementing and controlling (1) the protection of persons, facilities and business, (2) by implementing regulations and establishing the necessary discipline, (3) certain (security) measures, and (4) regulating and controlling others questions from the dealer for that subject.

Today, the hospitality and tourism sector in the Serbian economy is an extremely important segment, which will become more important for the

global and regional economy of the countries of the Western Balkans, especially for Serbia (Vidović & Dželetović, 2018).

In order to improve their position on the market and increase the trend of revenue growth, increase market shares and achieve the higher level and standard of quality of the tourist offer, the security sections of this industry must be highlighted. Taking this into account, the safety of tourists, through the safe supply of tourism products and services, will have a significant impact on the growth trend, but also on the image of our country (Vidović et al., 2019). The purpose (objective) of safety and its application in organizations, and also organizations that perform activities in the field of tourism is:

- • protection of people's lives;
- • protection of the freedoms and rights of employees in the organization itself (company);
- • protection of clients;
- • protection of objects;
- • protection of property;
- • protection and enforcement of laws and regulations;
- • protection of confidential business data (information) and activities;
- • discovering the holders and perpetrators of illegal and counter-offensive actions in and towards the organization (company);
- • Increased productivity.

In this paper, we will focus on strengthening security in the tourism sector, i.e. strengthening the security culture of citizens through tourism products, or services that are offered to them. We will point out the necessity of such activities and a significant share that they can have for the security of the state and of the society on a global level. Also, we will show a series of activities that should be undertaken, primarily the response of management to contemporary security and other risks to business in tourism.

The role and significance of enhancing corporate security, accountability and security culture in tourism

Corporate security implies undertaking a range of activities related to the protection of property, persons and business of the organization, and the prevention of criminal activity, both external and internal entities. Also, corporate security implies internal control over the legality of the work of

the management and employees in the organization. Therefore, each individual within an organization represents a part of the mosaic of security culture and security in general, which is also true for the activity of tourism. Organizations dealing with products and services from the domain of tourism are characterized by continuous employee flows, that is, the large presence of seasonal workers, making business operations more complex for analysis, but also for the implementation of security measures and prescribed procedures. Observing cultural tourism, it represents and is also in the function of protecting the cultural heritage of the country, because its commercialization comes through the necessary funds for investing in culture, maintenance, restoration and protection of material goods. This form of tourism brings the immaterial benefit to the local population, which is confirmed by its identity, specificity and more realistically assessing its position in relation to other countries, nations and competition, while the set of all material and immaterial resources created by the man for centuries represents the cultural heritage of a country or nation (Vidović et al., 2019).

Bearing in mind the educational, cultural, social and economic differences of employees, it is necessary to have a well-trained management that is ready to eliminate all barriers in order to function well in all organizational parts of an organization, which is also important from the aspect of security. "It shows how small and medium enterprises in the tourism sector dominate it and the possibility of employment, especially for seasonal work, low-skilled workforce and specific occupations. Therefore, effective human resources management is extremely important, reflected in the additional education and specialized training programs for the sustainable development of the tourism industry. It must work to reduce civil, economic and cultural barriers" (Zenović et al., 2011, p. 294).

Risk assessment is the process of evaluating the probability of occurrence of danger. Security risks in organizations in the tourism sector, as well as in other organizations dealing with various activities, can be classified into the basic division as follows:

1. External; and
2. Internal.

However, this basic division does not sufficiently explain what risks to business security are, so we give the following division:

A External:

1. Risks that arise as a result of the undesirable activity of external entities (persons who are not employed in the organization, including clients);
2. Risks arising from violations of security procedures by persons not employed by the organization, including clients;
3. Risks that arise as a result of natural disasters;
4. Risks arising as a result of unlawful action through information and communication technologies (ICT).

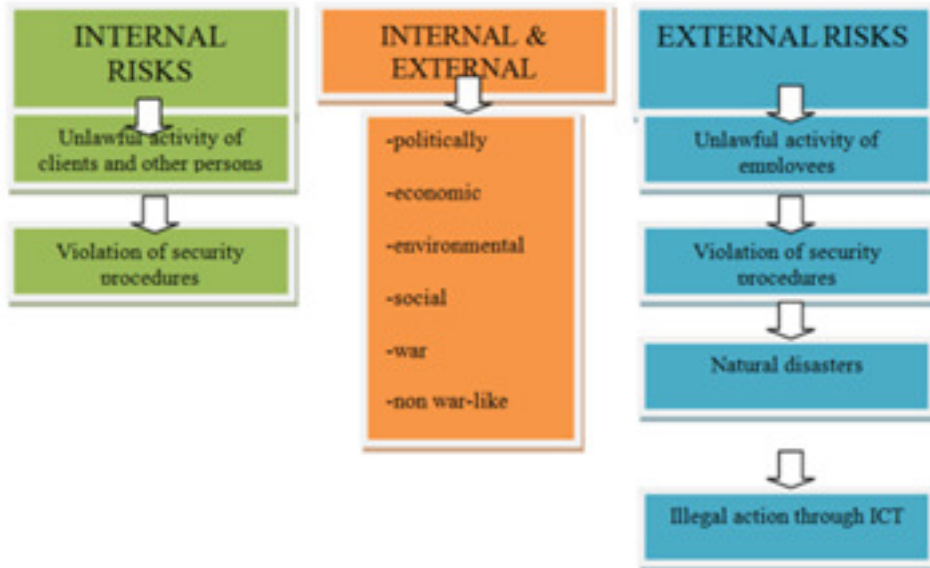
B Internal:

1. Risks that arise as a result of the operation of internal entities (managers, employees, seasonal workers, volunteers);
2. Risks arising from violations of security procedures by persons employed by the organization.

Modern challenges, threats and risks to the security of tourism organizations may be dependent on the motive, goal and manner of execution: political; economic; ecological or man caused; social threats, or they can be military and non-warlike:

1. **political** - as internal political instability; threats from unstable (failed) states; terrorism and human rights violations.
2. **economic** - poverty; a growing gap between rich and poor countries; international financial recession; the influence of commercially powerful or unstable neighbors and computer piracy;
3. **ecological or man-caused threats** - nuclear disasters; planetary ecological changes; degradation of soil or water; lack of food and other resources;
4. **social threats** - minority and majority conflict; overpopulation; organized crime; smuggling of drugs and other goods; uncontrolled mass immigration and contagion.
5. **military challenges, risks and threats** - can be reduced to: aggression; armed conflicts; armed rebellions; other disputes with the use of armed force.
6. **Non-military challenges, risks and threats** - can be reduced to: terrorism; national and religious extremism; organized crime and corruption; natural disasters, industrial and other incidents and epidemics; uncontrolled and mass migration; the lack of strategic energy sources; abuse of new technologies and achievements in the field of informatics, genetic engineering, medicine and meteorology.

Graph 1: *Basic classification of threats and risks for property, people and business*



Source: Authors

One of the greatest challenges of today, when it comes to security and the creation of security management policies, is extremism, that is, terrorism. Security and safety issues, such as crimes, great pressure of wars, political instability, international conflicts and terrorism emerge from the contemporary security environment and are more or less directly involved in the development of the tourism (Kurež & Prevolšek, 2015). Despite the fact that the media convey information about what are the crisis areas when it comes to the emergence of extremist or terrorist attacks, no one in the practical way explains what the treatment is in case of hitting the target of the extremists, and are found as tourists in that area. "Regardless of the economic development, every country in the world is required to examine and assess the challenges, risks and threats to its security. Based on this assessment, the Republic of Serbia coordinates its foreign policy activities with countries that have an interest in building stable security at all levels" (Rakić & Beriša, 2016, p. 269). Security has become an active element of tourism based on a mandatory requirement to protect both the country's tourists and the economy, and at the same time to look at the preventive and challenges of globalization in finding an effective way to protect against tourism risks (Radović & Arabska, 2016).

In addition, one of the biggest challenges we face at the beginning of the 21st century is ICT. "The continuous development of information technologies is reflected in the business of the subjects in the tourism market in terms of the constant increase of efficiency in the business of tourist agencies, hotels and other factors of the overall tourism economy. They are applied in all areas of the tourism industry: traffic (airline companies, agency renters, tourist boats, as well as other transport service providers), in the system of business of travel agencies, hotel companies, business associations, international organizations, etc.

The application of ICT does not only involve the computerization of individual business processes, but it involves the creation of a unique system of information that is used by the organization in the conduct of business, management, research and sales of products / services.

The implementation of ICT in tourism management can be viewed from two different perspectives:

1. Developing the potential of the enterprise through the modernization of the management process using ICT;
2. Optimization of security procedures using ICT and
3. Securing a secure profit with the use of modern ICT (Zorić & Jorigić, 2017).

Security culture is seen as "those aspects of a culture that have an impact on security", according to Waring and Glendon (1998). Organizational culture is defined as multi-layered, i.e. three-layer: the deepest level (core), middle layer (beliefs and values) and surface manifestations (norms and goals). Namely, the security culture exists at different levels, that is, it represents a specific group of norms, beliefs, roles and attitudes of different practices within an organization that seeks to minimize the exposure of employees and clients to security threats.

As noted earlier in this paper, tourism is an economic activity that employs a large number of seasonal workers, or workers engaged in temporary and occasional jobs. Pidgeon (1998) points out that "in order to be effective, any cultural change programs must take into account the existence of subcultures and their interaction." He therefore considers it more effective to address group cultures than organizational cultures. Groups look at security from the perspective of their own subculture, before they share a general view of security. Some researchers have come up with results that indicate that workers are temporarily-occasional, i.e.

seasonal, mostly inferior to those who are permanently employed, but that they are often the most vulnerable to security threats because their work experience and distance from the work organization and its security culture negatively affect the level of their security, and therefore the overall security of the organization, in the indirect and direct way and end-users.

Almost all national strategies are among the most important ones that treat development and security. The Europe 2020 agenda also provides security-related actions, among which information security is highlighted as a challenge for the 21st century. When it comes to tourism organizations, one of the weak points is precisely ICT systems, because frequent attacks on personality data, account numbers and payment cards of clients, as well as transport systems. One of the most recent cases of devastation of data by hackers is the retrieval of passenger data that the British Airways transport services used. The hacker attack occurred between 22:58 on August 21st and 21:45 on September 5, 2018, where, among other things, client card information was collected, which is a highly sensitive issue that significantly influences the services of this company, given that there is a serious threat to private as well as international security (BBC, 2018).

The application of modern information and communication technology in tourism implies the use of the Internet, GDS (global distribution systems are specific types of information systems for the distribution of tourism products. These are information and communication systems that connect providers of tourist services with service providers (agencies) and buyers of tourist services) and electronic (on-line) business in everyday business activities. Many advantages have been noticed in terms of which of these technologies have service providers in tourism and which necessarily have led to a change in the way businesses operate. Also, they significantly facilitated cooperation with other subjects of the tourism industry.

A major milestone in the form of significant changes in the distribution on the tourism market is the higher use of e-business in the first place. In Serbia, electronic commerce is increasingly regulated by legal and by-laws, and at the same time it imposes itself as a mandatory form of business for all economic entities.

Businesses in the tourism market, such as airlines, bus operators, and other transport service providers, rely primarily on e-commerce to bridge the traditional way of distribution through travel agencies. Modern hotels successfully sell services through the GDS system, which requires appropriate education and special security procedures in order to preserve the integrity of the data (Zorić & Jorgić, 2017).

Today, the most common and most developed global distribution systems in the world, such as Amadeus, Galileo or Saber, provide the following GDS services in the field of air transport:

1. Issue of tickets,
2. Providing information on the timetable / flight schedule
3. Issue / sale of tickets
4. Providing price information
5. Providing information about the availability of the site
6. Reservation to a specific destination
7. On-line airline payment service
8. Further information on air transport services

Global Distribution Systems (GDS) services in the field of hotel accommodation include the following:

1. List of hotels in the desired destination
2. Pictures of free rooms
3. Reservation of the transport to the hotel
4. Hotel content
5. Online payment and booking
6. The location of the hotel in relation to other facilities in the surrounding area
7. Following tourist facilities and the like
8. Comparative indicators of similar offers, etc.

On the other hand, the growing tendency in the world is that tourists themselves book accommodation and thus avoid intermediaries and higher prices. For this reason hotels on their Web sites allow buyers (tourists) access to free capacities, reservation and electronic payments.

All this imposes an obligation on the management to permanently educate in the field of information security and implement modern approaches in its organizations oriented to the protection of one's own business, persons and facilities, but also towards the market or clients.

When it comes to security management, it broadly implies deciding on the security objectives of an organizational system, ways and resources used to avoid harmful or unfavorable conditions that come from the environment or the organizational system itself. The basic task of security management is to minimize security threats. In this role, permanent education, raising awareness of employees and clients, strengthening of security culture and equipping with modern technical protection means are of great importance.

In addition to all of the above, one of the most important functions of the manager is the collection of relevant operational data and information related to potential risks, forms of threat, both organizations themselves, and employees, clients, state and society as a whole.

Activities undertaken to ensure security in modern social circumstances and modern tourism organizations have so far not yielded significant results or progress in qualitative or quantitative terms, which indicates that it is necessary to improve the organizational and security structure, as well as the level of security culture. It is necessary to create a new paradigm of education and upbringing of both employees and users of tourist services, which would be in the spirit of rational integration of attitudes that will develop an adequate view of modern security threats and solve current and potential security challenges. Bearing in mind that creating a safe environment for employees and a sense of security with clients is an important prerequisite for a successful business of tourism organizations, a security culture requires that it be raised to a higher level than it has been so far in practice.

In the last few years, the state of Serbia has created an initial framework by providing new ones and amending the existing regulations, i.e. providing the minimum preconditions for safe business in the tourism sector, but the existing legislation did not introduce a mandatory system of informing clients about potential security threats possible during tourist travel, especially to destinations that are known for terrorist attacks. Informing clients of potential terrorist threats, safety threats to life and health in specific destinations, as well as one kind of integral education on prevention measures would be of great importance for raising the level of security culture of citizens as well as the entire society.

The creation of a single state system for the formation of a security culture, which also applies to the tourism sector, would significantly

influence the security culture of the citizens of Serbia, and the basic requirements for the formation of such a system would be:

1. a complex approach to the application of all forms of training of employees in the tourism sector;
2. inclusion in the system of information and education of users of tourist services;
3. education of the entire population about potential security threats and threats to health and the environment;
4. differentiated approach to training of different groups of population;
5. preparing and adopting new technical and technological means for training and information;
6. the application of mass information to the population;
7. ensuring access to information for all population groups.

By establishing such a system, the following effects would be achieved with the citizenship:

- a) the sense of personal responsibility for the safety of the individual and society;
- b) moral-psychological preparation for the collective or individual use of tourist services;
- c) affirmation of civic responsibility and readiness to fulfill civic duty in situations of security challenges for the state and society;
- d) raising the environmental awareness of the population;
- e) affirmation of health culture;
- f) affirmation of security culture in emergency situations;
- g) the development of a sense of personal security and other.

Bearing in mind all the above, as well as the existing solutions, first of all, we are guided by the current legal regulations and those processes that are already being implemented in the practice of tourist organizations, we will consider the promising measures for motivating employees and citizens in the field of security culture. These include:

- establishing a scientific basis for forming motivation in the field of security and security culture;
- conducting research in order to create motivation for performing safe activities in different categories of population;
- preparation and production of instructive documents and various instructions in order to motivate them to perform safe tourist activity;
- optimization of the mechanisms of state and social stimulation of the population in the field of performing security activities;

- raising the quality and quantity of media promotion in the area of tourism-oriented safety;
- the integration of public-private partnerships in the field of strengthening the security culture in tourism and the security culture of citizens,
- providing modern information technology and technical means of mass and individual communication in order to affirm the safety culture in the field of tourism.

From all of the above, it comes to the conclusion that one of the primary roles of management in organizations dealing with tourism activity is risk mitigation, that is, security threats. Some of the basic goals of management are the obligation to be safe and secure from threats in certain areas. Priority management activities in this field are shown in the Table 1.

Table 1: *Management activities that reduce security threats*

Activities of management focused on employees and business	Activities of management focused on clients
- safety and health of employees	- security of personality data
-security of personality data	- informing about security threats
- environmental protection	- business in accordance with applicable regulations
- FTO protection of persons, property and business	- affirmation of security culture
- security in emergency situations	- education of clients
- business in accordance with applicable regulations	/
- business for the company's strategy and development goals	
- security of the ICT system	
- strengthening the safety culture of employees	
- education of staff	
- cooperation with experts and competent institutions	

Source: *Authors*

There are several challenges from the security aspect of tourism, such as travel and tourism issues vis-à-vis human rights and security-related issues created over the Internet, the consequences of the indivisibility of security problems in the global world. These problems should be dealt with by the academic community, as well as by specialized persons and security experts, for better placement of services and preservation of the homogeneity of this sector of the economy (Kovari & Zimányi, 2011).

Modalities of ethical and security standardization in tourism

The Code of Ethics is a typical form that sets standards, i.e. norms and procedures for the behavior of people in an organized system or organization.

Modern conditions of development of society as a whole dictate accelerated changes in all aspects of business, especially when it comes to information security. However, this requires changes in the approach of employees to the activity they perform, i.e. the degree of responsibility and security procedures they apply in everyday business activities. The activity of tourism is a particularly sensitive activity, since the final product of tourist activities is actually a service that should provide, above all, a sense of satisfaction and safety for its clients.

The Code of Ethics is a form of an internal normative act that is largely non-binding in the private sector. It establishes certain standards of behavior and treatment of employees within the organization, towards clients and business partners. Adoption, or implementation of the ethical codex, also implies the management of all employees in accordance with them. However, very often ethical codes that exist in companies in Serbia that deal with tourism do not have any part relating to business-related behavior (91%), persons and property in the context of the promotion of security culture (91%). A large number of organizations (43%) engaged in tourism do not have a code of ethics.

Increasing the security level of culture, the code of ethics and introducing the necessary standards related to security in tourism have a direct impact on the increase in the number of beneficiaries of the services of travel agencies. "A new concept of tourism experiences a higher growth than the usual development of tourism. In the twenty-first century, its growth is about 20% per year as opposed to tourism growth rate of 7% per year.

There are also indications that travel customers are starting to influence the direction of travel business" (Zenović et al, 2011, p. 295).

Table 2: *The presence and content of the Code of Ethics in travel agencies in Serbia on a sample of 100 travel agencies registered in YUTA*

Number of travel agencies	Has a Code of Ethics	There is a part of the Code of Ethics relating to business security	Does not have the Code of Ethics	Has ISO 27001 standard
100	57	9	43	4
%	57%	9%	43%	4%

Source: *Authors*

The adoption of the Code of Ethics, based on the principles of safe business that imposes contemporary social circumstances, can contribute to improving the security of the business of tourist organizations, as well as the security of clients and society as a whole. Normative solutions also significantly affect institutional mechanisms and demonstrate the readiness of the entire society to regulate certain relationships, especially in the field of security. The best solution for adopting the best model of the Code of Ethics and security standardization in tourism is the introduction of a professional public that is focused precisely on the problem of contemporary security challenges. Also, the supervision of employees' operations, improved accountability and the fulfillment of preconditions for preventive action in case of security threats would be significantly improved.

Conclusion

Modern security threats condition the taking of adequate measures, good organization and timely response in order to minimize the negative effects. Establishing a safety culture within tourism companies and expanding the security culture among users of tourist services would increase the level of citizens' safety culture, which is one of the prerequisites for suppressing risks and achieving significantly better security environment of the state. The key role in these processes is the management of organizations that deal with the provision of tourist services, which should be directed towards raising awareness about the safety and health of employees, security of personality data, information on security threats of employees and clients, strengthening the safety

culture of employees and clients, education of personnel and clients on security threats, cooperation with relevant experts and institutions dealing with security at the state and international level, establishment of safe functioning of ICT systems, etc. The introduction of legal mechanisms would enable the accelerated process of all of the above. Adopting an ethical codex and introducing safety standardization in tourism, would significantly affect the achievement of the ultimate goal of offering tourism products and services - achieving greater profits. Strengthening the security culture of tourism employees in the function of strengthening the security culture of citizens would prevent many security threats, significantly reduce their consequences, which would have numerous positive economic and other social effects at the level of Serbia, but also at the international level.

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