The American Journal of Interdisciplinary Innovations and Research
ISSN 2642-7478 | Open Access

Type Original Research
PAGE NO. 43-50
DOI 10.37547/tajiir/Volume07Issue08-04

Features of ensuring security in gambling and entertainment establishments with an increased risk of conflict situations

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OPEN ACCESS

SUBMITTED 18 July 2025
ACCEPTED 27 July 2025
PUBLISHED 06 August 2025
VOLUME Vol.07 Issue 08 2025

CITATION
Maksym Ivanov. (2025). Features of ensuring security in gambling and entertainment establishments with an increased risk of conflict situations. The American Journal of Interdisciplinary Innovations and Research, 7(8), 43–50.
https://doi.org/10.37547/tajiir/Volume07Issue08-04

Abstract- The study presents a systematic review and analysis of existing methodological approaches to preventing and neutralizing conflict situations in gambling and entertainment venues. The article aims to identify the specific challenges that arise in the process of ensuring security in gaming and entertainment establishments, where the risk of conflict incidents is elevated. The methodological framework comprises a comprehensive overview of specialized scholarly publications from 2021 to 2025, an analysis of best-practice experience from leading industry operators, and empirical data drawn from official statistical reports. The investigation identifies the principal conflictogenic factors: substantial financial losses, increased aggression under the influence of alcohol, and psychological instability among patrons. The limited effectiveness of traditional reactive security systems—primarily focused on responding to incidents after they occur—is demonstrated. To address the uncovered deficiencies, a three-tier model of proactive security is proposed. The practical significance of the findings is clear for security service directors, managers of gaming and entertainment complexes, and professionals in criminology and corporate security.

Keywords: casino security, conflict management, gaming industry, situational awareness, proactive security, conflict de-escalation, intelligent video surveillance, player psychology, risk management,

personnel safety.

Introduction

Gambling-entertainment establishments—whether casinos, slot machine arcades, or betting shops—have historically exhibited extremely high levels of risk. The combination of large monetary turnovers, intense emotional surges inherent in gambling, and regular alcohol consumption creates an environment in which conflicts can escalate from verbal confrontations to physical aggression.

The global gambling-entertainment industry is experiencing sustained growth: expert projections estimate that its market size will exceed USD 150 billion by 2026, inevitably leading to an increased flow of patrons and, consequently, a higher likelihood of incidents [1]. Official statistics published by regulatory authorities in various jurisdictions often understate the true scope of the problem, as operators seek to minimize reputational damage. Reports from the UK Gambling Commission, for example, reveal persistently high levels of disorder and violent incidents in licensed venues [2, 11].

Recent technological advancements have produced a dual effect: on one hand, sophisticated video-monitoring and analytics systems have been deployed; on the other hand, risks associated with mobile-device–based fraud schemes have increased. To date, academic studies remain largely fragmented: they tend to focus either on technological solutions (video surveillance, access control) or on personnel aspects (training and certification of security staff), without offering a unified, proactive approach that takes into account the psychological characteristics of gambler behavior.

The aim of the present study is to systematize existing methodologies for ensuring security in gambling-entertainment venues.

The scientific novelty of this work lies in the proposal of a three-tier model that synergistically integrates technological, personnel, and procedural components for the early detection of conflictogenic factors and the preventive de-escalation of situations.

The author’s hypothesis posits that an integrated, proactive approach focused on identifying markers of anomalous behavior delivers a higher level of security compared to the traditional reactive model based on forceful intervention.

Materials and Methods

The literature on security provision in gambling and entertainment venues with a high risk of conflict situations can be grouped into four primary research directions. The first direction addresses macroeconomic and sectoral analysis, where authors systematize market volumes, growth dynamics and the scale of participants involved in the industry. For example, the Gambling Global Market Report 2025 [1] offers an overview of the global structure of the gambling market, its key segments and principal growth drivers, while noting potential risks of conflict escalation associated with the expansion of the online component. Official statistics from the Gambling Commission for November 2024 [2] reveal trends in incidents of violence and fraud at land-based venues in the United Kingdom, linking them to seasonal peaks in patronage. In addition, key data from Statista as of April 2024 [11] analyze the relationship between the financial performance of casino operators and the frequency of law-enforcement interventions, enabling an assessment of macro-level conflict risks.

The second direction concentrates on technological solutions for risk management and conflict prevention. Khan A., Aazka K. P. [3], in their study “The Casino Syndrome,” examine the impact of an AI-driven globalization trend on cultural and social aspects, demonstrating that automated recommendation and personalization systems may intensify gaming fervor and provoke aggressive behavior among patrons. Liu M. T., Dong S., Zhu M. [4], in their work on digital technologies in the gambling industry, emphasize the role of video-monitoring systems, visitor-behavior analysis and predictive analytics for early detection of group tension and potential conflicts. Finally, Yokomitsu K. et al. [10] demonstrate the effectiveness of internet-based personalized normative feedback (PNF) for individuals exhibiting signs of problem gambling, indirectly reducing the likelihood of conflict situations by adjusting high-risk behavior before it culminates in violence or fraud.

The third direction pertains to psychological and social interventions aimed at reducing conflict through staff training and community engagement. Hing N. et al. [5], in an integrative review, show that problem gambling significantly increases the risk of domestic violence, and they propose incorporating impulse-control measures into counseling programs for domestic aggressors. Mills T. et al. [7] and colleagues evaluate a multicomponent

Community of Practice approach to gambling-harm reduction, in which participants exchange local de-escalation practices, fostering the development of adaptive strategies across diverse cultural contexts. Similarly, Brenig D., Gade P., Voellm B. [6] investigate the effectiveness of de-escalation technique training, concluding that these methods can be transferred to casino and entertainment-center staff to reduce the number of violent incidents.

The fourth direction explores managerial approaches to creating a service environment that minimizes conflicts. Tsai H., Fong L. H. N. [12] study visitor-need satisfaction in casinos and its impact on loyalty, finding that subjective norms and perceived value of play enhance positive emotions and lessen the likelihood of aggressive reactions to losses. Palomba A., Zhang A., Hedlund D. [8] analyze passive and interactive modes of sports consumption, showing that well-organized pre-game viewing areas for sports broadcasts can reduce tension and emotional volatility among sports bettors. Finally, Cheng C. C. et al. [9] describe strategic service attributes—from furniture arrangement to guest-flow management—that directly influence the risk of conflict situations in casinos.

Despite the diversity of approaches, the literature reveals certain contradictions. Some authors [3, 4] emphasize technological solutions, while another group [5, 7] highlights the importance of social and psychological interventions, and a third focuses on service-management practices [8, 12]. However, integration of macroeconomic indicators with micro-level de-escalation practices remains insufficiently addressed, as do comprehensive studies on architectural and engineering measures for conflict prevention in gaming halls and on the specifics of legislation across jurisdictions. Security-service preparedness for armed or organized groups and cyber-security risks of access-control and video-surveillance systems are also underexplored. Future research should adopt an interdisciplinary approach, combining industry statistics, technological innovations, psychosocial interventions and service practices into a unified model for security provision.

Results and Discussion

Based on an analysis of theoretical foundations and advanced practices, a comprehensive security assurance methodology was proposed, realized through a three-tier integrated model. The implementation of this methodology enables a radical reorientation of processes: instead of passively responding to incidents after their occurrence, the focus shifts to the early detection of risk factors and the development of preventive measures to avert conflict situations. The construction of the model was grounded in a thorough examination and systematic classification of the risk parameters presented in Table 1.

Table 1. Key risk factors in gaming and entertainment venues and their manifestations (compiled by the author based on analysis of [5, 7, 8]).

Risk factor	Behavioral indicators	Potential consequences
Financial losses	Increased irritability; striking the gaming machine; blaming the dealer or equipment; soliciting loans from other patrons; delaying gameplay	Aggression toward staff and other guests; attempts at fraud; vandalism
Alcohol or drug intoxication	Impaired coordination; slurred speech; excessive loudness; undue familiarity; inappropriate emotional responses; falling asleep at the table or machine	Reduced self-control; provocation of conflicts; sexual harassment; inability to assess situations accurately
Psychological instability (problem gambling)	Prolonged gaming sessions without breaks; neglect of personal hygiene; signs of depression or anxiety; desperate attempts to chase losses; dishonesty about the extent of losses	Suicidal ideation; panic attacks; uncontrollable anger outbursts; threats to self and others
Fraud and collusion	Unconventional betting patterns; use of unauthorized devices; attempts to distract staff;	Financial losses for the establishment; conflicts upon

	coordinated actions with other players (e.g. gestures, eye contact)	detection; organized criminal activity
Interpersonal conflicts	Disputes over bets or seating; accusations of unfair play; personal animosity; breaches of etiquette	Verbal insults escalating to physical altercations; disruption of the overall atmosphere of safety and comfort

The three-tier integrated security model is based on three interrelated subsystems—technological, personnel, and procedural—each of which ensures the integrity of the overall protective framework. The first tier is the technological subsystem for proactive monitoring. At its core lies not merely a conventional CCTV infrastructure but an intelligent video-stream analysis solution. The application of modern machine-learning techniques and deep neural networks enables real-time processing of data from multiple cameras, detecting statistically significant deviations in the behavior of observed subjects [3, 4]. The architecture of this platform is depicted in Figure 1 and comprises modules for frame preprocessing, analytical engines for anomaly detection and classification, and a notification subsystem.\

According to predefined scenario templates (see Table 1), the system tracks:

- sudden, uncontrolled physical impulses (for example, a sharp strike against a desk surface);
- facial-expression changes corresponding to extreme emotional states (such as pronounced anger, fear, or frustration);
- prolonged immobility within a specific zone without any interaction with the surroundings (a classic indicator of preparatory actions for fraudulent behavior). Upon detecting any of these patterns, the system does more than archive the video recording—it generates a detailed alert for the security operator, indicating the level of potential threat and the type of anomaly recorded. This approach allows human-control resources to be reallocated: rather than continuously monitoring numerous screens, the specialist's attention is focused on key incidents requiring immediate response.

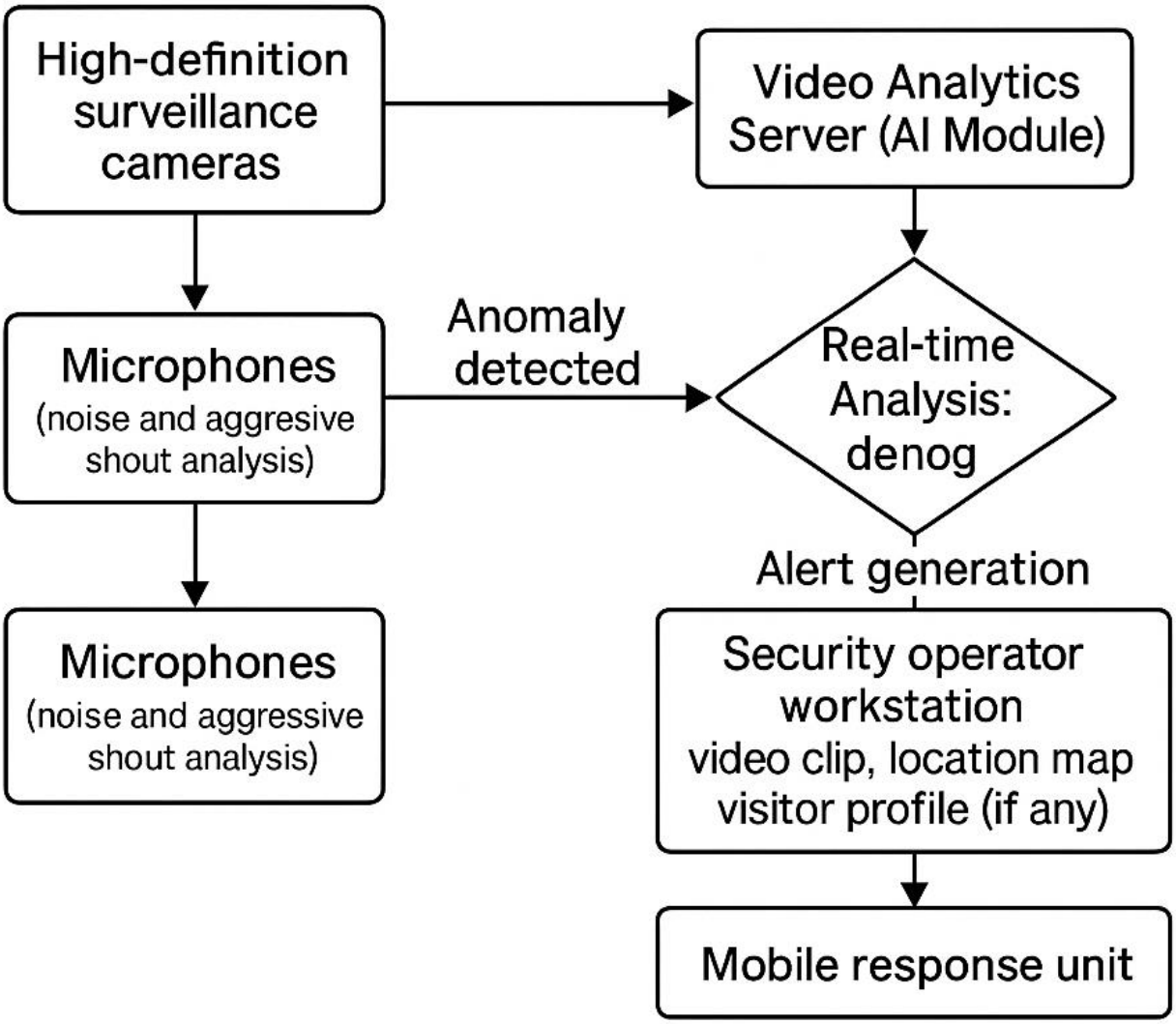

Fig. 1. Architecture of an intelligent monitoring and alerting system (compiled by the author based on the analysis of [5, 6, 12]).

The second level constitutes a personnel subsystem aimed at cultivating soft skills. Since even the most advanced technological solutions prove ineffective without qualified staff, it becomes essential to rethink approaches to selecting and training security personnel. Rather than emphasizing physical attributes and the ability to use force, priority shifts to psychological resilience, acute observation, and high-level communication abilities. A mandatory component of this subsystem is an intensive course in verbal and nonverbal de-escalation techniques. Within this course, staff learn to diagnose in detail the stages of tension escalation and practice a repertoire of methods for each phase: from active empathetic listening and paraphrasing grievances to strategies for distraction and the formulation of constructive solutions (for example, escorting the disputing party to a specially arranged area for calm dialogue or offering non-alcoholic beverages). A consolidated analysis of outcomes from various training programs demonstrates a significant increase in effectiveness compared with traditional methods.

The third level—the procedural subsystem of adaptive response—serves as the nexus between AI technologies and personnel through clearly defined yet flexible standard operating procedures (SOPs). For each type of alert generated by the artificial intelligence system (level 1), a specialized staff action algorithm (level 2) is developed. For instance, upon detection of a “low-intensity, verbal aggression” alert, a soft-intervention protocol activates: a specially trained employee—who need not wear a uniform and may be the floor manager—approaches the visitor and politely inquires whether everything is all right. Conversely, a “high-intensity, physical threat” alert triggers a different scenario, involving the immediate dispatch of the nearest response team to the incident location and notification of the shift supervisor. A detailed flowchart of actions for pre-conflict situations is presented in Figure 2. An important element of this level is integration with Responsible Gambling programs: the AI

system monitors session duration as an indicator of potentially risky behavior, and under the SOP, an employee discreetly informs the client of the elapsed time and suggests taking a break.

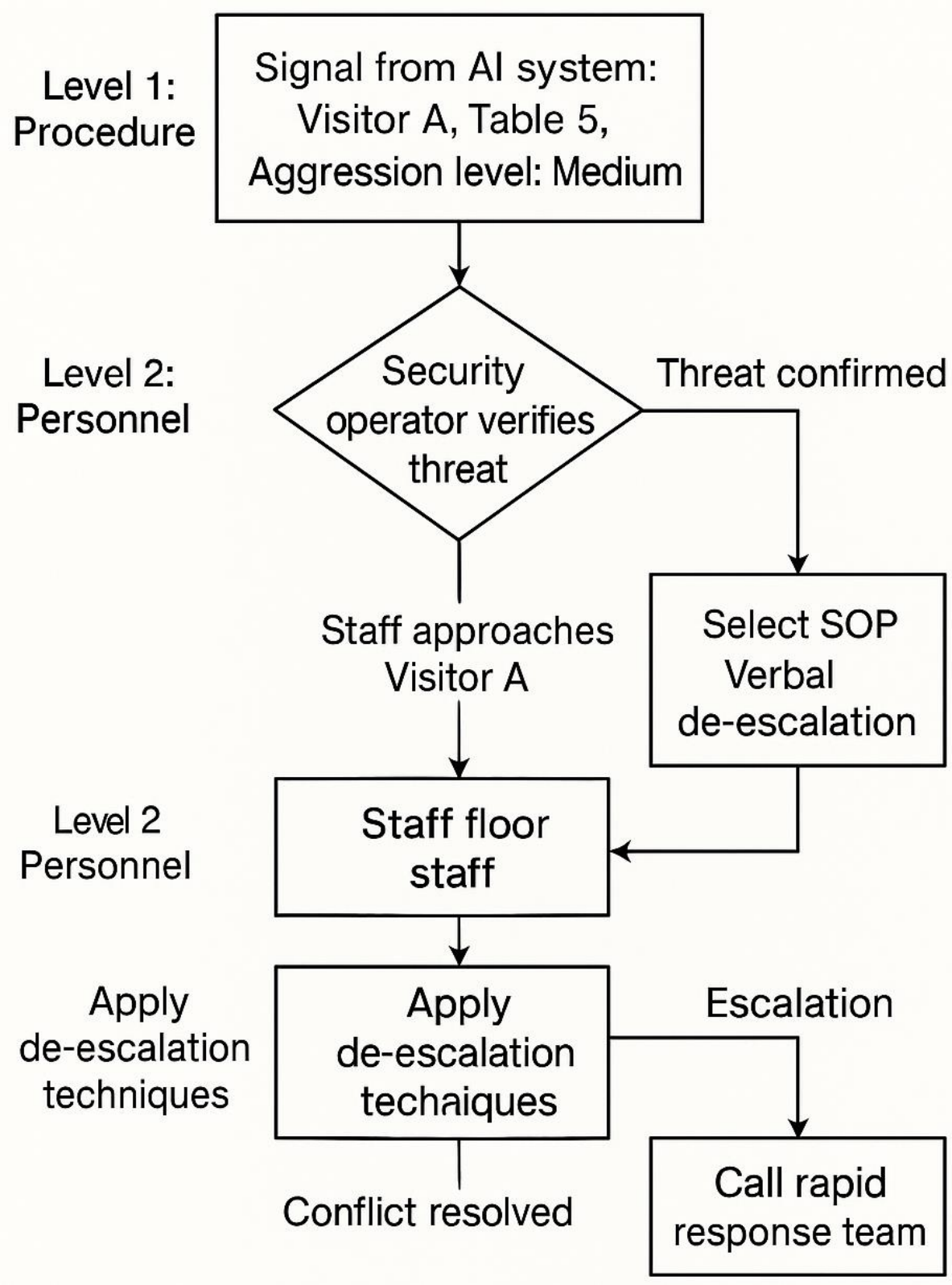

Fig. 2. Algorithm for the security service's response to a pre-conflict situation (compiled by the author based on the analysis of [7, 9, 10]).

The integration of three complementary layers generates a synergistic effect that surpasses the sum of their individual impacts. Modern technological solutions enable the early detection of potential incidents—capabilities that cannot be achieved by relying solely on visual and auditory monitoring of personnel across a large facility. Highly qualified staff perform the so-called "last mile" of interaction, transforming automated alerts into informed socio-psychological interventions that help de-escalate tense situations. Standardized action

algorithms and regulated procedures eliminate uncertainty and minimize the likelihood of human error under critical conditions, thereby maintaining a stable and predictable level of security.

Implementing such a multilayered model not only reduces direct costs associated with property damage, litigation, and compensation payments, but also enhances indirect economic benefits. Creating a safe and comfortable environment strengthens the trust and loyalty of the majority of visitors, who seek positive experiences rather than exposure to stressful incidents; this, in turn, positively influences the long-term financial performance of the facility.

A predictive analytics model—based on the assessment of each system element's effectiveness both in isolation and as part of the whole—demonstrates the potential for a substantial reduction in conflict incidents upon full implementation of the proposed system [4, 7].

The final concept transcends a mere compilation of recommendations, establishing a comprehensive methodological platform for developing an adaptive, highly efficient, and human-centered security system in the gaming and entertainment industry. Such a system not only addresses the technological and sociocultural challenges of the twenty-first century but also embeds the principles of a humanistic approach, ensuring continuous procedural evolution, responsive flexibility, and a balance between guest comfort and risk protection.

Conclusion

A comprehensive analysis of sector-specific literature and industry practice confirmed the initial hypothesis that a proactive integration of technological, personnel, and procedural elements is markedly more effective than reactive measures in preventing and mitigating the scale of conflict situations. As a result, the primary risk factors and characteristic behavioral indicators were identified, upon which an early threat detection system can be configured. The application of the proposed model promises not only a significant reduction in the number of incidents and associated losses but also contributes to enhancing the establishment's public image, thereby increasing its appeal to a broader audience. Prospects for further research include empirical validation of the developed framework under real-world conditions, the formulation of a methodology for quantitatively assessing its economic efficiency, and an examination of the ethical implications of deploying artificial intelligence technologies for visitor behavior monitoring.

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