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**THE BODYGUARD: A NEW STATUS SYMBOL OR A  
PROFESSIONAL CHALLENGE**

**SUMMARY:** The paper discusses the legislation, the necessary knowledge and skills, the methods, as well as the ethical principles and standards related to the profession of a bodyguard. The industrialization of private security is an irreversible process, which has rapidly begun to take root in Serbia. After more than two decades, this important field of private security sector is finally regulated by the Act on Detective Activity, and the Act on Private Security. The physical and technical protection of persons and property in the security services market requires the application of modern procedures and high standards. The security sector reform in the Republic of Serbia requires a faster response of the state and the entire society, as well as a high degree of professionalism. The private security sector is a relatively recent concept; therefore it is necessary to assess its effectiveness in terms of legislative, security, economic, social, ethical, cultural and other aspects. Bodyguards, both state and private (security officials), must be trained to implement operational and technical knowledge and skills, to react quickly and energetically, and to use the equipment and other high-tech assets. Besides, for certain type of work, they must possess specialized knowledge at the level of a professional police officer.

**KEYWORDS:** regulations, bodyguard jobs, bodyguard virtues, knowledge and skills, standards.