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Research Article

Bartending: Knowledge, Attitude, and Practices among Bar Employees in Selected Resorts in Boracay Island

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ABSTRACT

This investigation aims determine the bartenders' mindset, behaviors, and skills in mixing drinks on Boracay, a popular tourist attraction in the Philippines. The basic random sample approach was used to pick 98 bar personnel from various Boracay resorts as participants. During the data gathering, Domille (2013) Bartender's Test on Knowledge of Bartending as well as the TESDA Self-assessment Guide for the Certificate Program II were used, as well as probability, percentages, average, variance, t-test, one-way ANOVA, and Pearsons r. The interviewees were divided into groups as to their gender, age, socioeconomic status, education level, length of engagement, and monthly compensation. According to the findings, employees in Boracay Island are highly competent, have a positive mindset to bar work, and practice bartending extensively.

Keywords: *Attributes, Bartending, Boracay Island, Knowledge, Practices, Tourism and Hospitality*

Introduction

The bartending career was typically employed as a career path for students to obtain customer service or to earn money for university costs. This is changing throughout the globe, and bartending is increasingly becoming a professional option rather than a necessity. Cocktail contests like top renowned and Bacardi Legacy have recognized certain exceptional bartenders over the last decade, and these professionals and others have promoted the passion of beverages and hospitality all across the world. Providing drinks behind a bar

is a strong blend of creativity, science, and skill to create the perfect cocktail, and it has now evolved as an essential aspect of the hospitality business (Kolkate, 2012). Bartenders must mix and match tastes to create the perfect drink, which requires them to be part clairvoyant, part cook, and to use their gift of gab. A bartender needs to know how to set up a bar to work efficiently. He doesn't know that he or she needs to be an expert on the types of liquors, wines, and beers available as well as the principle of mixing drinks (Roldan, 2008).

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Numerous drinks that can be made behind the bar, and many of these should be memorized by a bartender. Effective bartender must be proficient in everything. Tourism and hospitality industry relies heavily on service and to the individual who deliver the same services to its clientele (Freeman, 1984). Thus, management, according to Stakeholder Theory, is in the optimum position to specify the growth of the system and the processes to be followed. Which satisfies all and only those groups who are known as customers. The primary responsibility of this system is to have a smooth operations. In every event, the company's long-term prosperity is supported by the interests of clients, employees, visitors, providers, communities, and other groups. A stakeholder strategy stresses close supervision of the company world, relations, and the cultivation of common interests. Ordinary is proactive and built on interdependence. Instead of merely adopting the transformative process that fosters the progress of professionals who can make a meaningful difference to society, domestic economy, and the industry to stakeholders, it is about establishing and growing common objectives.

Aims of the Study

1. Determine the level of bartending knowledge of bar employees in selected resorts in Boracay Island;
2. Identify the attitude towards bartending of bar employees in selected resorts in Boracay Island; and
3. Explore the extent of bartending practice of bar employees in selected resorts in Boracay Island.

Literature Review

Bartenders have been polishing their profession for hundreds of years, and serving as a bartender entails far beyond simply mixing cocktails. At the heart of most nightlife socialization, a bar often is where people gather and the bartender is truly the master of ceremonies, the one who keeps everyone refreshed and entertained (Katsigris, 2006).

The bar is a unique location in which to examine individual social interactions; it is a significant part of North American culture and fos-

ters a fun, permissive, and enhanced atmosphere of social engagement. Individual walls might escape the boring rhythms of everyday life by entering a Dionysian realm where consuming, engagement, music, sound, lighting, and dress styles transcend comfortable lifestyle and contribute to an environment of increased along with superficial engagement (Stubbs, 2001)

Bartending is the activity of serving drinks at a bar or pub. A bar worker is someone employed to mix drinks and serve the same if needed to the guests. Vintages, brews, soft drinks, cocktails, and other nonalcoholic and alcoholic beverages may be served. The mixologist could or could not be the proprietor of the bar he works at. Bartending may also include responsibilities other than just serving the drinks (Katsigris, 2006). Furthermore, due to the implications of something like the tipping culture on customer-server relations, the bar provides a unique environment for research. Because of write offs, waiters are compensated below the subsistence wages by their companies, so the preponderance of the earnings come from customer tips (i.e., gratuities).

Thus, the motive for good execution is greatly raised, necessitating not only mental and physical ability, but also emotional inputs. As a result, this inquiry begins an examination into the costs and advantages of labor needs in service Industry job, as well as their influence on an individual 's mental well-being, which has historically been underestimated in research (Hochschild, 1983; Leidner 1999; Shilling 2003; Williams & Bendelow 1998).

Bars, restaurants, and the service industry generally has been the subject of considerable research (Butler & Skipper 1980, 1983; Donovan 1920; Hall 1993; Hochschild 1983; LaPointe 1991, 1992; Leinder 1999, 1991; Owings 1994; Paules 1991;1999; Whyte 1948, 1977). Erving Goffman (1959) popularized the concepts of the front stage, particularly "face work," in order to examine the realm as a scene and the person as an actor. Several authors developed these two themes, in addition to others, when researching bars and bartending (Bayard de Volo 2003; Bell 1976; Hearn and Stoll 1975; Loe 1996; Spardley & Mann 1975).

Individuals choose roles that are likely beneficial or provide forms of extrinsic reward (e.g., money, labor, favors. etc.) (McCall and Simmons, 1978). As with an occupation, bartenders may choose roles that prove to be beneficial (i.e., increased gratuity). Also, a bartender’s social world is predicated; largely on social interaction. As a result, learning the occupation of bartending, including otherwise deviant behaviors, occurs through social interaction (Stubbs, 2001). The socialization experiences of bar employees in this study provide evidence that all behavior (deviant or conventional) is learned through interaction with members of the bar subculture. More experienced bartenders, wait staff, management, customers, and actors in the media contribute to these bartenders learning experiences. Observation, personal experience, and specific instructions were also means by which to acquire relevant behaviors.

Methods

The investigation purposely designed to determine the degree of knowledge, attitude toward, and amount of bartending practice among staff at selected Boracay Island resorts. In this study, the survey-correlation research paradigm was used. Thus according Chech and Schutt (2012), employed quantitative entails gathering data from a sample of people by their

replies to questionnaires. In contrast, correlational research investigates the link between set of variables. In its simplest form, it investigates the connection among the two variables without manipulation of variables. The basic random sample approach was used to pick 98 randomly chosen bar personnel from various resorts on Boracay Island as participants. In collecting the data for this quantitative study, Domille (2013) Bartender's Test on Knowledge of Bartending and the Technial Education Skills Development Authority yardstick for the National Certificate II were used, as well as probability, proportion, mean, variance, t-test, one-way ANOVA, and Pearsons r. The study was conducted in Boracay Island, Malay, and Aklan. Ethical considerations were observed during and throughout the conduct of the study.

Results and Discussion

The extent of bartending practice among bar employees in selected resorts in Boracay Island. Data in table 4 revealed that the employees had practiced bartending *to a very high extent* whether they were taken as an entire group or classified according to certain identified categories. This was revealed by the obtained mean scores which fell within the 4.21 – 5.00 scale.

Table 1. The extent of Bartending Practices among Bar employees of Selected Resorts in Boracay Island

Category	M	Description	SD
A. Entire Group	4.99	Practiced to a very high extent	.01
B. Age			
20-30 years old	4.99	Practiced to a very high extent	.01
31-40 years old	4.99	Practiced to a very high extent	.01
41 ears old and above	5.00	Practiced to a very high extent	.00
C. Sex			
Male	4.99	Practiced to a very high extent	.01
Female	5.00	Practiced to a very high extent	.00
D. Civil Status			
Single	5.00	Practiced to a very high extent	.00
Married	4.99	Practiced to a very high extent	.01
E. Educational Attainment			
Vocational	4.99	Practiced to a very high extent	.01
College level	5.00	Practiced to a very high extent	.00
College Graduate	5.00	Practiced to a very high extent	.00

Category	M	Description	SD
F. Length of experience			
5 years and below	5.00	Practiced to a very high extent	.00
6 to 10 years	4.99	Practiced to a very high extent	.01
More than 10 years	4.99	Practiced to a very high extent	.01
G. Monthly Income			
8,00 and below	5.00	Practiced to a very high extent	.00
8,001 - 15,000	4.99	Practiced to a very high extent	.01
15,000 & above	5.00	Practiced to a very high extent	.00

t-test outcomes for variances in bartending competence amongst bar professionals in selected Boracay resorts classified by sex and

civil status. Table 2 revealed that no significant differences existed in the level of bartending knowledge according to sex and civil status.

Table 2. t-test outcomes for variations in the degree of bartending amongst bar personnel in selected Boracay Island resorts categorized by gender and civil status

Category	M	Df	t-value	Sig (2-tailed)
A. Sex				
Male	42.54			
Female	44.79	96	1.916	.058
B. Civil Status				
Single	43.48			
Married	42.18	96	1.354	.179

The differences in the level of bartending skill among chosen Boracay resort bartenders were analyzed using one-way ANOVA and classified by age, academic achievement, length of service, and monthly compensation. Results in Table 2 showed that no significant level of bartending knowledge among bar

employees in selected resorts in Boracay Island when they were classified according to age $F(1,96) = 1.83, p = .179$, educational attainment $F(2,95) = .028, p = .973$, years of experience $F(2,95) = 1.32, p = .271$ and monthly income $F(2,95) = .022, p = .989$. All $p > .05$.

Table 3. One-way ANOVA results for the differences in the level of bartending knowledge among bar employees of selected resorts in Boracay Classified according to Age, Educational Attainment, Years of experience, and Monthly income in selected resorts in Boracay Island when they were classified according to sex, and civil status. Obtained ts. Were .593, and -1.467; and ps were .554, and .146 respectively

Source of Variation	Among Groups	df		Sum of Squares			Mean Square		f	Sig. f
		In groups	Total	In Middle groups	In groups	Total	In Middle groups	In groups		
A. Age										
	2	95	97	.958	2095.00	2095.96	.479	22.05	.022	.979
B. Educational Attainment										
	2	95	97	41.162	2054.787	2095.96	20.51	21.629	.952	.390
C. Years of Experience										
	2	95	97	1.22	2094.74	2095.96	.609	22.05	.028	.973
D. Monthly Income										
	2	95	97	56.76	2039.20	2095.96	28.38	21.47	1.3	.271

t-test results for the differences in the attitude towards bartending among bar employees in selected resorts in Boracay classified as to sex, and civil status. Results in Table 3 revealed that no significant differences existed in the attitude towards bartending among bar

employees in selected resorts in Boracay Island when they were categorized based on their gender, and civil status. Obtained *ts* were .539, and -1.467; and *ps* were .554, and .146 respectively.

Table 4. Results of Differences in Attitude Toward Bar work Amongst Bar Workers In Selected Boracay Island Resorts Classified By Gender And Civil Status using t-Test

Category	M	df	t-value	Sig (2-tailed)
A. Sex				
Male	4.42			
Female	4.49	96	.593	.554
B. Civil status				
Single	4.39			
Married	4.51	96	1.467	.146

The disparities in attitudes regarding bartending among bar personnel of selected Boracay resorts classified by age, education level, decades of expertise, and monthly pay were studied using one-way ANOVA. Table 4 shows that no significant variations in attitudes

regarding bartending among bar personnel in selected Boracay Island resorts when they were classified by oldness $F(1,96) = .252, p = .778$, length of expertise $F(2,95) = 2.022, p = .138$, and earnings $F(2,95) = .150, p = .861$. All *ps* > .05.

Table 5. ANOVA Findings for the Variation in Bartending Perceptions Among Boracay Island Resort Workers, Categorized by Age, Educational Qualifications, Years experience, and Monthly Earnings

Source of Variation	df			Sum of Squares			Mean Square			
	Among groups	In groups	Total	Among groups	In groups	Total	Among groups	In groups	f	Sig. f
A. Age										
	2	95	97	.054	17.157	17.211	.027	1.81	.150	.979
B. Educational Attainment										
	2	95	97	.010	17.201	17.211	.005	.181	.026	.974
C. Years of Experience										
	2	95	97	.091	17.120	17.211	.045	.180	.252	.778
D. Monthly Income										
	2	95	97	.703	16.508	17.211	.351	.174	2.022	.138

t-test outcomes for gender and civil status disparities in the degree of bartender practices among bar workers in selected Boracay resorts. The t-test findings in Table 5 demonstrated that there were no significant variations in the degree of bartending techniques

among bar personnel in selected Boracay Island resorts grouped by sex and civil status. The acquired *ts* were .606 and 1.569, while the obtained *ps* were .546, and .120, all of which were more than .05.

Table 6.

Category	M	Df	t-value	Sig (2-tailed)
A. Sex				
Male	5.00			
Female	5.00	96	.606	.546
B. Civil status				
Single	5.00			
Married	5.00	96	1.569	.120

One-way ANOVA results for the differences in the extent of bartending practices among bar employees in selected resorts in Boracay classified as age, educational attainment, years of experience, and monthly income. The one-way ANOVA results in Table revealed significant differences existed in the extent of bartending practices among bar employees in selected resorts in Boracay Island classified according to educational attainment $F(2,95) = 4.564$

Table 7. One-way ANOVA results for the differences in the extent of bartending practices among bar employees in selected resorts in Boracay classified as yo age, educational attainment, years of experience, and monthly income

Source of Variation	df			Square Roots			Mean Square			
	Among groups	In groups	Total	Among groups	In groups	Total	Among groups	In groups	f	Sig. f
A. Age	1	96	97	.000	.005	.005	.000	.000	.080	.924
B. Educational Attainment	2	95	97	.000	.005	.005	.000	.000	.4564	.013
C. Years of Experience	2	95	97	.000	.005	.005	.000	.000	1.184	.311
D. Monthly Income	2	95	97	.000	.005	.005	.000	.000	.503	.607

The relationship between bartending expertise, mindset, and behavior of bar staff at selected Boracay resorts. Table 7 data revealed a negative but not significant link between attitude toward and degree of understanding of bartending ($r=-.182, p=0.72$), $p.05$; and degree of bartender practice ($r=-.133, p=.192$), $p.05$. However, there was a positive but not significant association between the length of bartender practice and the level of bartender expertise ($r=.030$).

Table 8. Pearsons' r Results For The Relationship Among Bartending Familiarity, Behavior, And Skills

Variables	Bartending Knowledge		Attitude towards Bartending		Practices related to bartending	
	r	r-prob	r	r-prob	r	r-prob
A. Bartending Knowledge	1	-	-.182	.072	.030	.772
B. Attitude towards bartending	-	-	1	-	-.144	.192
C. Bartending-related practices	-	-	-	-	-	-

* $p < .05$

** $p < .01$

Conclusion

The employees have a high level of knowledge of bartending and are highly familiar with beverages, they can distinguish different tastes, understand the proportions of mixed drinks, and perform the art of flaring. Bartending gives them a sense of enjoyment, happiness, and a hedonistic attitude. They follow and exercise proper practices, sanitation, and services of bartending. Factors such as sex, age, status, educational attainment, experience, and income were not relevant in the influence of a bartender's knowledge and attitude towards bartending. However, educational attainment significantly influences one's extent of bartending practice. One's knowledge of and attitude toward bartending have nothing to do with his/her practice towards bartending. This implies that one may practice bartending but it does not mean it comes from an attitude toward bartending.

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