

Experiences of a Bartender: Dealing with Customers, Products and Services and his Work Assignment

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Abstract

A bartender provides friendly, attentive, and timely service to create an exceptional experience for all of our guests. Each bartender's primary objective is to show our guests such a marvelous time that they will want to return again and again. The study reported the results on the experiences, observation and advices of the bartender. The qualitative method of the research used in this study was Narrative Inquiry. In contrast qualitative researchers consider dependability, credibility, transferability and confirmability as trustworthiness criteria for qualitative investigation. The results indicated three themes with its corresponding subthemes namely 1) Experiences of the bartenders and its corresponding subthemes a) Learning Experience of the Bartender, b) Challenging Experience of the Bartender, c) Work Experience of the Bartender 2) The attributes of the Bartender 3) Dealing with customers 4) Products and Services of the Bartender 5) Work Assignment of the Bartender. The study provides significant implications to the bar, other bartenders and upcoming bartenders by providing means to improve bar industry. Among other things; they need to consider the routes that they need to operate. These 5 themes with corresponding 3 subthemes that have merged in this paper from the data that we had analyzed and proved that there are extensive similarities in their experiences of the Bartender.

Keywords: hospitality management, bartender, qualitative research, narrative inquiry, Philippines

INTRODUCTION

Shadowing a professional bartender for a day or learning about the career participating in an internship outside the U.S. is a good learning process (Hannigan, 2005). The things one can learn about another while cutting lemons, stocking beer, folding napkins, filling ketchup, are many. The work is very hard, and employees rely on each other for moral support (White, 2000). Bartenders learn some abbreviations on the till itself and follow on-screen instructions. They keep their separate records of paperwork to balance with the point-of-sale system "read" at the end of the shift (Benjamin, 2010). Learning bartending a bartender should be trainable, eager to learn and has an open mind; you can train serving, food, and beer knowledge (Chase, 2012). Engages in continuous learning opportunities learning (e.g. willing to learn new products or services) (Tafesa, 2013).

In training bartenders, it is significant to focus not only on where the limit for intoxication, but also on how they should refuse intoxicated guests. Other strategies that licensees might use to help bartenders comply with the law include ensuring that all staff know the law and convey the clear message that serving intoxicated customers is unacceptable; providing working conditions that give bartenders a more realistic chance to serve alcohol responsibly; and providing adequate staff and management support for refusal of service when appropriate. Local authorities could support these efforts by providing more effective controls and sanctioning of the licensees' responsibilities and serving practices (Buvik, 2013).

Always be alert to solve guests' problems and answer questions: be a part of the solution. If guests leave the bar to circulate, cover their drinks to notify others that the

guest will be returning. Establish regulars by remembering what they drink (Morini, 2011). The social functions of the public drinking establishment and the populations that frequent these establishments make them a high risk setting for aggression. Thus, although most people who go to public drinking establishments do not engage in aggression, the core functions of such places increase the risk that aggression will occur at least among some individuals. The challenge is to preserve these beneficial functions of drinking establishments while minimizing harmful consequences such as violence and injury (Graham & Homel, 2008). A bartender, as a rule, is a person who enjoys the company of others, endeavors to solve problems, listens to the woes of the world, sympathizes with the mistreated, laughs with the comedians, cheers up the down at heart, and generally controls the atmosphere at his or her bar. A bartender is the manager of moods, the master of mixology (Regan, 2010).

Thus, when it comes to work, there were a lot of abilities and skills needed like in a speed bar, the bartender's ability to work quickly and under pressure is essential (Guthrie, 2006). In some larger bars in our studies, other working related experience involves observation for bartenders. For example, a multi-story establishment might have bar stations with separate bartenders on each floor, and spatial arrangements within the bar might allow for the kind of intimate setting that facilitated closer interaction between patrons and bartender (Ghai, 2015). Other large bars might have multiple bartenders working at one bar station simultaneously. In the category of stand-alone bar studied in our projects; however, bartenders have been infrequent (Wideman, Zautra, & Edwards, 2014). Aside from those work ethics that they possess, they must also have the idea of concern to their customers especially for the safety of the customers (Regan, 2012).

The bartender is the person authorized to serve alcohol, and all drinks originate from him or her. In addition to serving alcohol, the bartender can cut off a patron's access to alcohol (Wöfl, 2009). Several studies suggest that the attitude of venue staff, including bartenders, is a significant predictor of the risk behaviours among patrons (Boyer, 2010). A bartender is a person with patience, right attitude and adaptability. His wit, wisdom and approachability make him or her centre of conversation and the advisor of drink concoctions. He should have a pleasing personality, pleasant appearance and should be honest (Marchesky, 2010). He is a host and a promoter whose combination of skill and style build public relations goodwill and good business. He may invent new drinks or think of new ways to market traditional ones (Baker, 2012).

When dealing with the customers, it should always be positive and convenience (Richardson, 2014). The Bartender provides friendly, excellent service to every guest who approaches the bar while preparing and pouring drinks for guests and beverage servers (Lucky, 2013). The bartender is required to quickly make drinks for members, serve food and make drinks for the servers to serve to members/guests. He must possess complete knowledge of the menus and be able to answer any menu questions from members/guests graciously and with respect (Lee, 2014).

According to Tshabalala-Msimang (2000), bar operation is defined as "a public place where the primary business of the place is to sell alcoholic beverages to the general public, for consumption on the premises". This definition suggests that bars are primarily involved in the sale of alcoholic beverages to the general public for consumption on the premises. On the other hand, bartenders must be responsible for preparing and serving drinks to guests. They mix and match ingredients to create classic and innovative drinks by customers' needs and expectations (Wills, 2010). The role of the bartender is never just about the preparation and service of the bar's products, for the bartender is crucial to creating that unique experience for their customers which hopefully makes them want to return by themselves or with family,

friends and business colleagues on a regularly (Murphy, 2010). The objective of a bartender is to serve customers of catering institutions as well as guests of banquets and receptions and settle with customers following etiquette requirements (Vilnius, 2008). As a bartender, you will be pouring- tested daily. Pour testing should be done at the beginning of every shift to ensure consistency and maintain liquor cost (Smith, 2017).

When creating a cocktail list, it is important to remember that the record does not go against the business idea. The purpose of the list is that drink has to serve customer's desire and preferences, and at the same time, however, it has to reflect and show what the style of the bar is (Razvozova, 2017). Talking about their working assignments the bartender is the central figure in any beverage service operation. He is an amalgam of salesperson, entertainer, mixologist and psychologist. The bartender's primary function is to mix and serve drinks for patrons seated at the bar and pour drinks for table customers served by servers (Ligtvoet, 2012). Bartenders serve hot beverages and cold beverages as well as fermented beverages. They may begin as 'bar backs', bussing, clearing up and keeping the bar stocked. They mix cocktails and handle the till. They may stand in for the cocktail servers on the floor (Tutenges, Bøgkjær, Witte, & Hesse, 2013). The bartender works a significant role in the beverage industry. In addition to pouring, mixing, and serving drinks, the bartender may also serve as manager, cashier and security if he/she is the only staff person and, may additionally, set up and clean up the bar at the beginning and end of a day or shift (Richardson, 2014).

Objective

This study described the experiences of a bartender in Bacolod City, Philippines.

Framework of the Study

Bartenders mix and match ingredients to create classic and innovative drinks by customers' needs and expectations. Bartending is easy to learn, requiring very little time, very little practice, especially if the learner is a serious student (Marris, 2011).

Give the learner all the skills necessary to get an excellent bartending job and perform the task well. And everything can be learned and practised at home with minimal equipment and virtually no expense (Marris, 2011). Studies have found that bartenders may witness, or become physically involved in, violent confrontations between patrons, and it is common for them to be verbally assaulted and threatened (Tutenges, 2013).

The course provides servers of the hospitality industry with the knowledge to help protect themselves from illegal alcohol service, promoting guests' enjoyment of the beverage alcohol experience, while reconfirming industry standard preparation of cocktails (Arlotta, 2010).

Being a master mixologist is something that will come to you over time. You will begin to discover new ways of creating the same drink. You may also note that a Cosmopolitan the lady, at the end of the bar likes, is a little different than the Cosmo the lady at the table likes. You will begin to discover the intricacies of bartending at your bar and what the clients of your bar desires, for as long as you are able to make an excellent drink that suits the taste of your clientele (Mellema, 2013).

Bartenders take directions from the Bar Manager or Restaurant Manager, depending on who is on duty. He / She will help venue guests feel special and at home, and serve refreshing beverages, meeting the presentation style and quality commitment

of our brand. They are responsible for preparing and serving drinks to guests (Murphy, 2013). Bartenders also play a vital role in the patrons' level of alcohol consumption. Despite legislation against serving to intoxicated customers and minors in many countries, several studies have found that bartenders will serve alcohol to visibly intoxicated patrons and children. Several studies suggest that the attitude of venue staff, including bartenders, is a significant predictor of the risk behaviours among patrons. Unfriendly, confrontational and aggressive staff can set the tone in bars, pubs and nightclubs and incite patrons to engage in violence with workers and other patrons. Studies show that training bartenders in "responsible serving" can temporarily reduce rowdiness and heavy drinking without negatively affecting the positive atmosphere at bars (Tutenges & Bøgkjær, 2013).

Bartenders emphasize that it is essential to maintain a good atmosphere at the venue because they want their guests to have fun (Buvik, 2013). Nightclub bartenders are not the "five-cent" psychologists who listen to clients while drowning their sorrows in pints of beer, martinis or fruity drinks with umbrellas like these iconic bartenders did. Instead, their success is measured in the number of bottles that they serve, how fast they help them, and how pleasant and good looking they are while doing it (Marchesky, 2010). The bartender offers assistance to intoxicated customers politely by monitoring the environment and utilising different types of support, either directly or indirectly advised to the customer, to enable the customer to stay on the premises (Hyland, 2012).

Bartenders offer suggestions as to cocktails, provides fresh bar snacks, serves drinks promptly and offers refills at the right time (Penfold, 2014). All these trading activities depend on the quality of service and the customer satisfaction which are the main themes of this research. Both service quality and customer satisfaction are essential from marketing in terms of sellers and buyers (Ghimire, 2012).

A good bartender must possess the technical skills needed to do the job well. Product knowledge being able to mix a good drink, and keeping the serving area clean are all important aspects of the job that can lead to higher tips (Marchesky, 2010). Bartender 1's (1st Shift) job duties are as follows: serving and mixing drinks, retrieving items from stockroom, moving around the establishment and collecting dirty glassware along with emptying ashtrays, checking on the conditions of restrooms, and sharing glass disposal duty with Bartender 2 (2nd Shift). Bartender 1(1st Shift) was considered a "floater" since she spent less time behind the bar than Bartender 2 (2nd Shift) (Woltman, 2015). At a purely task-based level, the behaviour of a bartender in general, can be summarised if the bartender does not know a customer's drink order, ask them what they want and if a customer with a known drink order has not been served, serve them their drink (Sigalas ,2013).

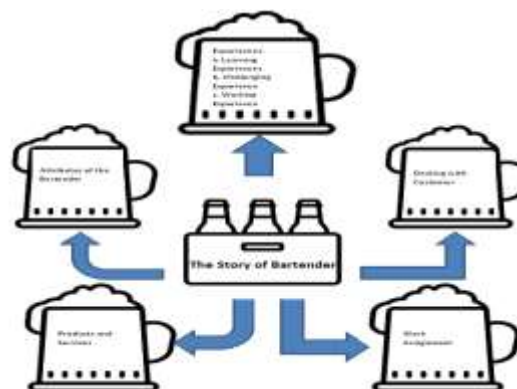


Figure 1: Schematic Diagram of the Study

The Schematic Diagram consists of 5 Themes with corresponding 3 sub-themes. First, Experiences of the Bartender with 3 sub-themes a) Learning Experiences b) Challenging Experiences c) Working Experiences. Second, Attributes of the bartender. Third, Dealing with Customer. Forth, Products and Services. Lastly, the Work Assignment of the Bartender.

Scope and Limitation

This research focused on the experiences of a bartender, who gave consent to respond to a series of in-depth interviews from the period of December 2017 until March 2018 in a convenient venue in Bacolod City, Negros Occidental for the data gathering.

METHODOLOGY

Research Design

The research design used in this study is qualitative research. Qualitative research uses words as data. A broad approach encompasses many research methods, Systematic collection, organization and interpretation of textual information (Sinkovics, Penz, & Ghauri, 2012). The use of qualitative method and analysis are extended almost to every research field and area. The method generally includes data sources with observation and respondent observation, interviews and questionnaires, documents and the researcher's impression and perception (Neill, 2018).

Narrative inquiry, a relatively new qualitative methodology, is the study of experience understood narratively. It is a way of thinking and studying experience. Narrative inquirers think narratively about experience throughout the inquiry. The narrative search follows a recursive, reflexive process of moving from the field (with starting points in telling or living of stories) to field texts (data) to interim and final research texts. Familiar places of temporality, sociality and place create a conceptual framework within which different kinds of a field show a variety of analyses that can be used (Clandinin, & Huber, 2016).

Sources of Data

The conversation partner of this study was the bartender working on one of the bars in Bacolod City, Philippines. The inclusion for this study was a male bartender who had at least 2 years of work experience in his field, 33 years old and residing in Bacolod City. The gatekeeper of this study was the Sangguniang Kabataan Kagawad who happened to be a friend of research partner.

Data Collection

Qualitative data collection methods play an important role by providing information useful to understand the processes behind observed results and assess changes in people's perceptions of their well-being (Ormrod, 2010). The role of the researcher in qualitative research is to attempt to access the thoughts and feelings of study participants. However, after the data are being collected, a primary responsibility of the researcher is to safeguard participants and their data (Sutton & Austin, 2015).

Individual Interviews were the natural and socially acceptable way of collecting data as it can be used in various situations covering a variety of topics. In line with this, as recommended by numerous researchers, interviewing should be adopted as a tool for

social research as it facilitates obtaining 'direct' explanations for human actions through a comprehensive speech interaction (Alshenqeeti, 2014). The Individual interview was the conversations used for gathering information with our conversation partners that were interviewed three times with a minimum of a 1-week gap. The meeting started from December 2018 until January 2019 using password protected audio recorder based on the overarching question.

Ethical Considerations

The researchers looked for a conversation partner suited to our study. We met him personally and explained to him our study and the process of our research. We requested him to sign the consent form which served as our proof of their approval of their participation. After his consent, we scheduled his interview at his most convenient time. The conversation was informal to maintain sincerity and honesty during the talk. For confidentiality, the conversation partner was assigned a code instead of his name, and the audio recorded interview was retained in a password protected audio recorder.

Rigors of the Findings

Qualitative Research has sought to apply the concepts of reliability and validity to the practice of undertaking qualitative research and have proposed to use alternative terms and ways of assessing qualitative research, such as credibility, transferability, dependability and confirmability (Sinkovics, Penz, & Ghauri, 2012).

Credibility can be broadly defined as a judgment concerning the quality and veracity of evidence (Kebbell, 2010). Member checking is primarily used in qualitative inquiry methodology and is defined as a quality control process by which a researcher seeks to improve the accuracy, credibility and validity of what has been recorded during a research interview (Harper & Cole, 2012). The researchers transcribed the recorded interviews and presented it to the conversation partner for confirming on the accuracy and truthfulness of the data or statements.

Transferability refers to the degree to which the results of qualitative research can be transferred to other contexts with other respondents – it is the interpretive equivalent of generalizability (Anney, 2014). Purposive sampling is described as a random selection of sampling units within the segment of the population with the most information on the characteristic of interest (Guarte & Barrios, 2012). The researchers set inclusion criteria to qualify the conversation partner as to the purpose of the study. The conversation partner was identified through the recommendation of the gatekeeper based on the criteria set by the researchers.

Dependability the processes within the study should be reported in detail, thereby enabling a future researcher to repeat the work, if not necessarily to gain the same results (Shenton, 2016). The code-recode strategy involves the researcher coding the same data twice, giving one or two weeks' gestation period between each coding. The results from the two codings are compared to see if the results are the same or different (Anney, 2014).

In conducting code-recode strategy, a researcher should conduct this procedure on the data throughout the analysis phase of the study. After coding a section of data, the researcher needs to wait at least two weeks and then return and recode the same data and evaluate the results.

Confirmability to achieve confirmability, researchers must demonstrate that the results are clearly linked to the conclusions in a way that can be followed and, as a

process, replicated. Its relevance to application is similar to credibility, where confirmability has particular implications for studies that provide policy recommendations. In qualitative research, the philosophical and epistemological position of the research will be determined by both the problem and the predisposition of the researcher, in terms of their way of categorizing “truth,” for example (Moon, Brewer, Januchowski-hartley, Adams, & Blackman, 2016) .

The researchers applied the audit trail by rechecking or auditing the themes ensuring that the same meaning corresponds to the original statements of the conversation partner.

Procedure for Data Explication

To ensure functional and conceptual equivalence, we had to find out whether knowledge management served the same function in the companies. Therefore, information about the target companies was collected and analysed regarding their understanding and application of knowledge management (Guile & Griffiths, 2001).

Thematic analysis is a method for identifying, analysing, and reporting patterns (themes) within data. It minimally organises and describes your data set in (rich) detail. However, it also often goes further than this, and interprets various aspects of the research topic. Thematic analysis differs from other analytic methods that seek to describe patterns across qualitative data such as thematic discourse analysis, thematic decomposition analysis, and grounded theory (Braun & Clarke, 2006).

Familiarizing Data. It is vital that you immerse yourself in the data to the extent that you are familiar with the depth and breadth of the content. Immersion usually involves “repeated reading” of the data, and reading the data in an active way - searching for meanings, patterns and so on. It is ideal to read through the entire data set at least once before you begin your coding, as your ideas, identification of possible patterns will be shaped as you read through (Braun & Clarke, 2006).

The researchers read through the entire data set before beginning the coding proceed as ideas and identification of possible patterns may be shaped as researchers become familiar with all aspects of their data.

Generating Initial Codes. This step begun when we have read and familiarized ourselves with the data, and have generated an initial list of ideas about what is in the data and what is interesting about them. This phase then involves the production of initial codes from the data. We may initially identify the codes, and then match them up with data extracts that demonstrate that code, but it is important in this phase to ensure that all actual data extracts are coded, and then collated together within each code (Braun & Clarke, 2006). In this phase, the researchers analyzed the units of meaning, code and recoding statements.

Searching For Themes. We searched for themes after all the data have been initially coded & collated, and a long list of the different codes have been identified across our data set (Braun & Clarke, 2006). We re-focused the analysis at the broader level of themes. We identified the different codes into potential themes, and collating all the relevant coded data extracts within the identified themes. We started thinking about the relationship between codes, between themes, and between different levels of themes. Some of the initial codes we identified were used to form main themes, while others were used to form sub-themes. We also have a set of codes that do not seem to belong anywhere, so we used this to create a theme called miscellaneous but we decided to eventually discard them (Braun & Clarke, 2006).

Reviewing Themes. This begins when we have devised a set of candidate themes, and it involves the refinement of those themes. This phase involves two levels of reviewing and refining our themes. Level one involves reviewing at the level of the coded data extracts. This means we need to read all the collated extracts for each theme, and consider whether they appear to form a coherent pattern. If our candidate themes appear to form a coherent pattern, we then move on to the second level of this phase (Braun & Clarke, 2006). At the end of this phase, the researchers identified themes and sub-themes: patterns that have emerged from the coded data.

Defining and Naming Themes. At this point, you then define and further refine the themes that you will present for your analysis, and analyze the data within them. By “define and refine” we mean identifying the “essence” of what each theme is about (as well as the themes overall), and determining what aspect of the data each theme captures. It is important not to try and get a theme to do too much, or to be too diverse and complex. You do this by going back to collated data extracts for each theme, and organizing them into a coherent and internally consistent account, with accompanying narrative (Braun & Clarke, 2006). At this phase, the researchers were able to finalized the themes based on the refining the clusters of meaning.

Producing the Report. Starts when we have a set of fully worked-out themes, and involves the final analysis and write-up of the report. The task of the write-up of a thematic analysis, whether it is for publication or for a research, is to tell the complicated story of your data in a way which convinces the reader of the merit and validity of your analysis. It is important that the analysis (the write-up of it, including data extracts) provides a concise, coherent, logical, non- repetitive, and interesting account of the story the data tell within and across themes. Our write-up provides sufficient evidence of the themes within the data enough data extracts to demonstrate the prevalence of the theme. We choose particularly vivid examples, or extracts which capture the essence of the point we have demonstrated without unnecessary complexity. The extracts were easily identifiable as an example of the issue. However, our write-up needs to do more than just provide data. Extracts need to be embedded within an analytic narrative that compelling illustrates the story that we are telling about our data, and our analytic narrative needs to go beyond description of the data, and make an argument in relation to your research question (Braun & Clarke, 2006).

After the themes were defined and finalized, the researchers begun to write final report by discussing the themes supported by the various related literature and the statements of the conversation partner that corresponds with the themes.

RESULTS AND DISCUSSION

In this study, we found out 5 themes which are: 1) Experiences a) Learning Experiences of the Bartender b) Challenging Experiences of the Bartender c) Working Experiences of the Bartender 2) Attributes of the Bartender 3) Dealing with Customers 4) Products and Services 5) Work Assignment of the Bartender.

Experiences of a Bartender

Experience is not something that belongs to or is had by individuals but rather denotes transactions in and across space and time within irreducible person-in-setting units; and it is perfused with affect that is not (only) the result of mental constructions (Roth & Jornet, 2014). Experience allows a holistic approach to education, in the sense that it is based on the interaction between the human being and the world. It takes all sides of human existence, its being in the world, as the methodological point of departure (Hohr, 2013). The actual living through an event ... the real life as contrasted

with the ideal or imaginary. Other senses refer to the knowledge, skill or techniques that result from experience, or to the cumulative addition and residue of having experience (Latham, 2007). Experience is the result, the sign and the reward of that interaction between organism and environment which, when it is carried to the full, is a transformation of interaction into participation and communication (Vyas, 2005).

Learning Experiences. The skills required to be a good bartender is more than the physical effort and technical mastery of preparing and serving (Marchesky, 2010). Once the bartenders learned their roles including the various behaviours associated with bartending, many of the veteran bartenders experienced a sense of mastery and control over their occupation, that some referred to as "achieving the zone" (Gordon & Stubbs, 2013). Skills are mainly learnt by formal education, informal information sharing among employees and interaction with guests (Benjamin, 2010). Bartenders must obtain or be given access to basic or advanced education commensurate with the bar and its marketplace. This might include additional courses in hospitality and customer care skills (Murphy, 2013).

The following are his statements:

"My seniors taught me how to mix all the beverages provided by the menu"....."You need to adopt all the knowledge from the head bartenders and master all the different mixes of different beverages."....."If you make mistakes you have to adjust and to focus"

Support from the organization in the form of acceptance, support and encouragement, opportunities for training and development, and being given challenging and visible job assignments, was strongly related to work outcomes (Richardson, Mikkelsen, & Burke, 2015). The book is also designed as a primary reference source in meeting the professional skills development needs of learners aspiring to a career in bar management (Murphy, 2013). The possible threats create a need to invest into employee training and self-improvement and focus on product development, innovations and business development in the entire sector, embracing both small and medium-size enterprises. To have the manufacture of food and beverages effectively adapt to changes, managers, qualified workers and professionals, research and development as well as technical staff should be provided with adequate training and support. Training should be oriented towards filling in the current gaps of skills and satisfaction of the emerging demand for them (Vilnius, 2012).

Challenging Experiences. You can't please everyone, but you can improve and enhance your company's image and responsiveness in every dispute. The more you practice these techniques, the more success you'll have calming customers, winning them over, and reducing stress (Hanes, 2011). Bartenders themselves are affected by the environments in which they work, especially with regard to their exposure to violence, pressure to drink and stress (Tutenges & Bøggkjær, 2013). Maintain composure if a client is verbally aggressive; and know not to take the comments personally (Benjamin, 2010). Due to the "party atmosphere" and the group dynamics, single sex groups often start drinking to excess and getting boisterous, which can also upset other customers (Peters, 2010).

The following are his statements:

"I have experienced that my customer put a drug to the cocktail of his girlfriend then I made him sign a letter telling that the he will face the consequence whatever happens to his girlfriend"....."When the bar is still small I was accidentally hit by a bottle thrown by the drunk teenagers"....."

"It is natural to experience challenges when you are still new to the workplace"

Addiction is a compulsion and a craving to use alcohol or other drugs regardless of negative or adverse consequences (Zhu, Tews, & Stafford, 2010). They were exposed to and learned a number of work-related behaviours that could be defined as deviant, including: excessive alcohol consumption, sexual activity, and cash scams and hustles (Gordon & Stubbs, 2013).

Decide if a discount should be offered, take the risk to enhance customer satisfaction rather than call on a manager (Benjamin, 2010). Deal with complaints and resolve conflicts among staff (Benjamin, 2010).

Working Experiences. Bartenders work individually for the majority of events and will be held accountable for operating by the liquor laws of the State of New Hampshire and by the policies of Stonewall Farm. The schedule can be inconsistent with most of the work being performed on weekend evenings, sometimes past midnight (Bettler, 2019). To deliver friendly and efficient service; to create a warm and welcoming atmosphere for all our customers and ensure they have a great experience; our bartenders are attentive to our customers' needs and preferences, make recommendations and serve drinks and food accurately and efficiently according to Bounce standards; at all times bartenders are expected to make our customers feel welcome, important and relaxed (Breedon, 2014). Experience of serving large numbers of customers at large functions & events (White, 2008). The bartenders are influenced by a drinking culture in which drunkenness is accepted, and this social context influences the interaction between the participants (Buvik, 2013).

The following are his statements:

"If there are shortages it will be also charge to the employees that's why you have to perfect your work you cannot avoid busy hours and shortage even you perfected your work"....."The thing that made me happy with my work is when I receive bigger incentives and with that you can already sustain your needs"..... "I have experienced when I was still assigned in the resto bar I encountered a problem which is not exactly my fault because the bartender I substituted broke the glass of Fundador."

Aggressive staff can set the tone in bars, pubs and nightclubs and incite patrons to engage in violence with staff and/or other patrons (Tutenges & Bøgkjær, 2013). The majority of respondents had experienced being yelled at with profanities or witnessing violence more than once in the past year. Threats with weapons and direct assaults were the rarest types of violence experienced (Tutenges & Bøgkjær, 2013). Working under the general guidance of the Bar Manager, assisting in the smooth running of our bar area to deliver a high standard of service and customer satisfaction. Providing a visible presence to ensure that all customer requests and queries are responded to promptly and effectively (White, 2008).

Attributes of the Bartender

Bartenders these days also have to be very responsible. Keep an eye on all of your guests. You don't want anybody driving drunk, because if they get caught or get in a wreck, it will come back to you in the end. Devise a system that you, your fellow bartenders and your bar manager will understand so that they can help you monitor your guests. Let them have fun, but they make them stay responsible (Mellema, 2013). You want to do your best at providing the best service you are capable of and you want

to be sure that you remember the names of those who come in on a regular basis. Your customers will greatly appreciate this and it will guarantee that they will return (Mellema, 2013). Maintaining service quality, then, depends not only on recognizing customers' desires and establishing appropriate standards but also on maintaining a work force of people both willing and able to perform at specific levels (Heinonen, 2013). Managing customers' expectations, especially those created by the company itself through external communications and price, is an essential part of a strategy to attain perceived quality service. The expectations customers bring to the service affect their evaluations of its quality: the higher the expectation, the higher the delivered service must be to be perceived as high quality. Therefore, promising reliability in advertising is only appropriate when reliability is actually delivered (Heinonen, 2013).

The following are his statements:

“You have to stand your work as a bartender”..... “You have to be disciplined because you are the center of attraction”..... “You have to be focus to your work and you have to be presentable everyday”

Workers who paid attention to customers' interactive cues and were willing to adjust their own behavior increased customer satisfaction and spared themselves angry outbursts (Heinonen, 2013). To be on time for duty, as late arrivals cause a domino effect on service delivery for customers (Murphy, 2013). The bartender's personality strongly influences the positive or negative experience of the bar for the customer. Bartenders are people, like every- one else and they take their personalities to work with them. The personality that comes into contact with the bar's customers will determine, to a great extent, the success of the bar (Murphy, 2013). At the start of the rostered time you should be clean, groomed, uniformed, fed, well-rested, with personal belongings already stowed, and ready to immediately commence work in all other ways required of the position. This is a condition for ongoing employment (Wills, 2010).

Dealing with Customers

Dealing with difficult behavior is something we face in many circumstances – at home with children, socially with friends or at sporting events, and at work with co-workers and customers. In the workplace, one of the most difficult situations for employees is dealing with customers who are angry. At times the anger escalates to aggressive, abusive or even assaultive behaviour (Trahaire, 2011). Deliver a high standard of service and customer satisfaction. Providing a visible presence to ensure that all customer requests and queries are responded to promptly and effectively (White, 2008). There should be clear responsibilities for handling complaints. This may include officers who are specifically assigned to deal with complaints and the names of these officers should be communicated to staff (Field, 2017). Commit yourself to providing the highest levels of service in every aspect of your duties and responsibilities (Murphy, 2010).

The following are his statements:

“Then give the customers the menu and serve them by recommending them some beverages that you may offer like cocktails, hard drinks, vodka, rum and different types of beverages”..... “You have to identify first the customer so that you know what music to play and also you have to identify their personalities you will know what service you will give them”..... “Entertain the customer properly and response for his every requests”.

Complaints give us valuable information we can use to improve customer satisfaction. Our complaints handling procedure will enable us to address a customer's dissatisfaction and may also prevent the same problems that led to the complaint from happening again (Robb, 2018). Interpersonal skills are more than just communication skills. They are the 'people skills' that seem to come to some of us so naturally, while other of us may struggle with them. Interpersonal skills will help you to work with others and build rapport with them, but they will also help you to respond to complaints and conflict in a productive manner (McPheat, 2010). Pay attention to the needs of special groups (Murphy, 2013). All customers are greeted politely and courteously (Huninghake & York, 2010).

Products and Services

The service of alcohol is an important source of income for hospitality establishments and their employees. Unfortunately, over consuming alcohol can cause problems for everyone. Responsible alcohol service is simply good customer service (Arlotta, 2010). Once creative definition states that services are abstract (cannot be stored, moved, or demonstrated), the customer usually takes part in the making, and that production and consumption coincide (Ivarsson & Larsson, 2010). If the service performance meets or exceeds customer expectation, the customers will be satisfied (Sriyam, 2010). Most markets are very competitive, and in order to survive, organisations need to produce products and services of a very good quality that yield highly satisfied and loyal customers (Lepkova & Žūkaitė-Jefimovienė, 2012).

The following are his statements:

"Our best seller is Jack Daniels"..... "Liquor is one of the sweet beverages and the strong beverages are tequila and vodka"..... "We use good quality of ingredients so we offer higher price"

Either way it is the responsibility of the server to match their attitude and selling skills with what the guest prefers. Selling skills can be described as the person's learned efficiency (Boyer, 2010). This definition suggests that bars are primarily involved in the sale of alcoholic beverages to the general public for consumption on the premises (Ghai, 2015). Service excellence cannot be achieved in the short-term, nor can you ever truly say that you have 'achieved' excellence because it's a journey not a destination; the quest for excellence will mean that you are constantly pushing the bar to get even better at what you do (Smith, 2013). Ensuring that the assigned bar area is fully equipped with tools and products needed for mixing beverages and serving guests. Mixing drinks, cocktails and other bar beverages according to drink recipes guidelines (Wills, 2010).

Work Assignment

In some larger bars in our studies, other working related experience involves observation for bartenders. For example, a multi-story establishment might have bar stations with separate bartenders on each floor, and spatial arrangements within the bar might allow for the kind of intimate setting that facilitated closer interaction between patrons and bartender (Dixon, 2001). It is important to develop an effective work assignment policy whereby process activities are assigned to proper individuals, who are requested to perform work in order to achieve the objective of the activity (Macris, Papadimitriou, & Vassilacopoulos, 2013). Perform quality work within deadlines with or without direct supervision. Interact professionally with other employees, customers and vendors. Work effectively as a team contributor on all

assignments. Work independently while understanding the necessity for communicating and coordinating work efforts with other employ (Bill, 2012).

The following are his statements:

“Before you serve the beverage you have to double check to avoid complaints from the customers.”..... “After cleaning everything and do inventory you will be the one to act as a closer because all your co-employees will already go home that’s why you need to do inventory and count how many beverages were sold and you have to measure everything”..... “You have to check all the available drinks in the menu and you have to check the procedures and measurements on how to make the beverage”

The men who worked at the bar mixed drinks, served customers sitting at the bar, controlled the money and took care of business transactions (such as reviewing inventory of alcohol deliveries) (Marchesky, 2010). As a good host or bartender it is your responsibility to make sure that your guests don’t become inebriated or that they don’t drink and drive (Dixon, 2001). Provide accurate and friendly service while preparing the highest quality beverages for our guests (Bill, 2012). The bartender must understand the basic techniques, processes, methods, and products involved in the craft. And this includes an understanding and appreciation of the classic cocktails. These recipes are the foundation for nearly every existing drink and provide the basis for creating new and distinctive drinks (Giglio, 2009).

GENERAL STATEMENTS

After completing all the methods and analyzing all the statements of our conversational partners the result of the study yielded 5 themes with corresponding 3 subthemes that came out from the stories told by the bartender about his experiences. These are as follows: 1) Experiences with 3 subthemes a) Learning Experiences, b) Challenging Experiences and c) Working Experiences 2) Attributes of Bartender, 3) Dealing with Customers 4) Product and Services and 5) Work Assignment.

These 5 themes with corresponding 3 subthemes that have merged in this paper from the transcriptions that we had analyzed and proved that there are extensive similarities in their experiences of the Bartender.

In learning experiences, the bartender is honed by experience not by formal education while in Challenging Experiences the bartender has encountered undesirable experiences like violent customers, customer’s unpaid bills and busy hours. While in Work Experiences, the bartender met different kinds of customers and receiving high incentives. The Attributes of the bartender should be punctual, well groomed, prepared and have a positive personality. In Dealing with the Customers, the bartender should handle them politely, entertain them and recommend other beverages. In Products and Services, a bartender should know all his beverages to avoid negative feedback. In Work Assignment, the bartender should double check the beverage before serving, monitoring stocks, auditing inventory and clean the bar always.

We learned that being a bartender should be responsible to your physical appearance, attitude, action, crew, bar, beverage and to your customer. We also learned that learning bartending can be developed if you are shadowing your senior bartender and practicing your mixing of beverages. A bartender can experience undesirable experiences with the customers like unpaid bills and violent scenarios. Being a bartender should know all of his beverages and know how to entertain customers to

leave a good impression to the people. Lastly, to prevent negative feedbacks the bartender should double check the beverage before serving.

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