

DRINKING ESTABLISHMENTS AS A LEISURE PRACTICE FOR CITY DWELLERS

The relevance of the article is due to the need to study the leisure forms of the urban population. The article is based on a socioanthropological study conducted in the Republic of Tatarstan in March 2020 among the residents of Kazan. The purpose of the article is to analyze the actualization of “drinking” establishments in the leisure practices of citizens. The authors consider the location of institutions and their popularity among Kazan residents. The motives for visiting establishments, frequency, habits of visitors, etc. are analyzed. It is concluded that specialized supermarkets selling alcoholic and related products (“alcohol markets”) together with points of sale of draft beer (“pivnushki”, “razlivukhi”) are integral attributes of urbanized space, localized mainly in residential parts of the city and places of dense residential development. As the study showed, employees and visitors do not see any negative aspects in the work of institutions: for the former they are associated with guaranteed employment, for the latter they provide affordable alcohol products acceptable in terms of price and quality, which satisfy the need for rest after a working day.

The materials of the article may be useful for sociologists, psychologists, social and cultural anthropologists, as well as representatives of social structures and bodies in charge of the production and turnover of alcohol.

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For citation: Titova, T. A. and A. Kh. Mingaliev. 2023. Drinking Establishments as a Leisure Practice for City Dwellers. *Herald of Anthropology (Vestnik Antropologii)* 1: 319–330.

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