

**WINTER FESTIVAL OF THE FEDERAL UNIVERSITY OF PARANÁ IN ANTONINA
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The Social Representation of the Event according Residents' Perspective

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This article condenses a survey which aimed to analyze the social representation presented by some antoninenses regarding the Winter Festival of UFPR, a cultural event held annually in Antonina, Paraná. It is about an investigation that approaches tourism and the elements of Social Representations Theory. Thus, aspects of the Social Representations Theory were used as theoretical guide. In addition, some information of Antonina – such as social, economic, environmental and cultural characteristics – and information about the cultural event – its format and the steps required for its development – were presented. As methodological procedures, the criterion elaborated by Moura (2014) and the methodology organized by Spink (2002) which is used in researches of social representation were used. The results demonstrated that the event brings economic and social benefits to population. Moreover, it changes positively the dynamic of the city.

KEY-WORDS: Social representation, winter festival of UFPR, Antonina/PR.