

## **ABSTRACT**

*The main objective of the research was to study the perceptions and representations of some pupils and students, living in Maramureș, of the wooden churches from Maramureș and their employment as tourist attractions. The specific objectives of this research were the following: conceiving, analysing and applying a research instrument for the perceptions and representations on the wooden churches from Maramureș and their employment as tourist attractions, the analysis and interpretation of the obtained results. The following research hypothesis was tested: pupils and students do not have very precise representations of the wooden churches in Maramureș and their employment as tourist attractions. After the questionnaire was applied and the results were analyzed, the working hypothesis was confirmed.*

**Keywords:** *UNESCO, tourist attraction, patrimony, the geography of tourism, historic monument*