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**The research on the bridge cultural tourism-Taking Chinese ZhaoZhou Bridge for example**

Bridge Cultural tourism industry has become one of the most promising industries in the world. According to the world cultural heritage selected conditions, China's ancient stone arch bridge and wooden arch bridge has the most inscription strength. Although the origin of the Chinese arch bridge is inconclusive, but Zhaozhou bridge has been recognized as the representative of the ancient stone arch bridge because of its high technological achievements. Zhaozhou Bridge with a high degree of scientific and artistic characters has become one of Chinese cultural tourism attractions. Taking Zhaozhou Bridge for example, this study aims to analyze the problems existing in the development of bridge cultural tourism and put forward relevant countermeasures.

This research will sort out the cultural tourism resources of Zhaozhou bridge through building the cultural resources evaluation system and reasonably evaluating the cultural tourism resources. Using the field survey method and questionnaire survey, this research will also master the potential of cultural potential resources of Zhaozhou bridge and put forward the new ideas about the activation and utilization of cultural tourism resources and the operation in order to explore a new innovative path of bridge cultural tourism.

The innovation of this paper lies in sorting the cultural tourism resources of Zhaozhou bridge ,comparing and evaluating various resources of different kinds of cultural tourism resources. In this way, not only can the problems existing in the development of bridge cultural tourism be found, but also a better plan about bridge cultural tourism be put forward. This will also be of great value to the development of bridge cultural tourism throughout the world.