

Short Description of the Event, the Logo and Security of the Supporters at the UEFA Euro 2020 Event Held in Bucharest, Romania

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INTRODUCTION

In 2021, tourism in the city was expected to increase due to the UEFA EURO 2020 European football championship, whereby UEFA decided that Bucharest would be the host city for four matches in the championship. It was expected that this event will have a very strong impact on the image of the city, Bucharest being to become an “urban agglomeration” during the organized matches, say Popescu and Corbos. Moreover, UEFA EURO 2020 has helped to create an identity and summertime spaces for both supporters and those attending the event, such as those attending matches, who go into fan zones, i.e. those who actually consume the goods created for this event. At the same time, geographically dispersed events are starting to become more appreciated and attractive for the organizers, as was observed during this final tournament. To better explain the event we have created a Figure containing data about UEFA EURO 2020 event in Bucharest, Romania. According to the Figure 1, the city center is represented in yellow, the place where the supporters met, especially in the old center area, before the match, and the tourists used a wider system. The internal flow of entry/exit into the urban area, between the center and the stadium was for the tourist flows that people carried out as they went to the center, waited for the game to start, and then headed toward the stadium. In the center of the city there are most accommodation, but also food units, and here were also the main means of transport that led to the national arena, such as the subway, tram, bus, even the trolleybus, there are also many taxi stations and ride-sharing systems. It should be remembered that all the supporters on the day of the game had all the free means of transport, but for the subway they had to pick up the travel cards from various points chosen by UEFA where they had to show proof of a ticket to the match, and the volunteers offered them a card for one day. For STB (transport company Bucharest) supporters had to activate the ticket from the official UEFA EURO 2020 application.

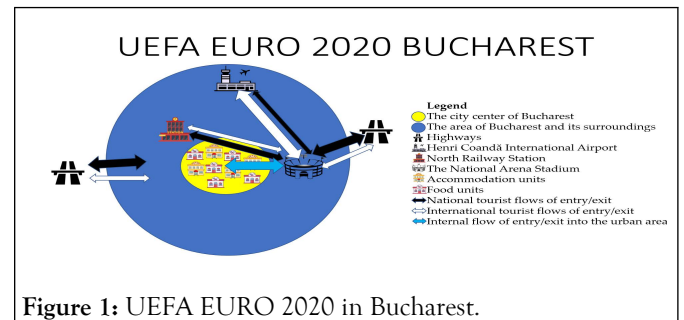


Figure 1: UEFA EURO 2020 in Bucharest.

Another area illustrated in dark blue is the area of Bucharest and the surroundings that include as main point the Arena national stadium, which is close to the exit from Bucharest, you can also find the North railway station, the main and largest train station in the city, the main railway station in Bucharest. This also connects with the Henri Coanda international airport in Otopeni, also present on the Figure, where there were internal, but especially external, tourist flows at this international event [1]. The emergence of low-cost airlines has helped develop sports tourism by making it easier for supporters to move around. Thus, in this area are also flowing national and international tourist flows of entry or exit. It is noted that from the highways most tourist flows are the national ones. For example, in the East is the nearest highway to the stadium, A2, which provides direct access to the downtown area, where the stadium is located. While in the West is represented the Bucharest-Pitesti highway, which connects the center of the country, but it is also a road related to several Romanian road customs.

DESCRIPTION

Taking into account the transport from Otopeni Henri Coanda international airport to the center of Bucharest, there are express buses 780 and 783, and the duration is between 40 minutes and 60 minutes. Express line 780 reaches the North railway station, while line 783 goes to Unirii square. It is worth noting that this option is slower than taxi, but it is perfect for low budget

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Received: 30-Jan-2023, Manuscript No. JTH-23-21604; **Editor assigned:** 02-Feb-2023, PreQC No. JTH-23-21604 (PQ); **Reviewed:** 16-Feb-2023, QC No. JTH-23-21604; **Revised:** 27-Apr-2023, Manuscript No. JTH-23-21604 (R); **Published:** 04-May-2023, DOI: 10.35248/2167-0269.23.12.525

Citation: Andreea SA (2023) Short Description of the Event, the Logo and Security of the Supporters at the UEFA Euro 2020 Event Held in Bucharest, Romania. J Tourism Hospit. 12:525.

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