

No.14

Batana Boats

Croatia

Istria

Rovinj



Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

Batana boats are traditional wooden fishing vessels from Rovinj, typically 4 to 8.5 meters long. They feature a flat bottom, ideal for navigating and fishing in shallow waters. Made from oak and softwoods like fir or pine, batanas were originally rowed or sailed before small motors were introduced in the 1960s. The tradition of vessel building in Rovinj, especially the batana, has been very actively kept and has been carefully continued in the construction of models. Each batana is unique, identifiable by the hand of its builder, and traditionally constructed by ship's carpenters and caulkers. The batana boats are celebrated annually during the Rovinj Regatta, highlighting their cultural significance. These boats are a cultural symbol of Rovinj, embodying the town's maritime heritage and craftsmanship.

<https://www.batana.org/>

Types of handicrafts

Boat building	Painting Decoration	Sail making Rope making	Model making
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Webshop selling its own, locally produced products eShop selling artisans' products	Social media accounts Events (festival, exhibition, craft fair, workshop, courses)
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> • Renovation of little boats that will be live examples and exhibits in little ports and regattas, the increase in the number of educated children and visitors about the maritime crafts and skills.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> • Greater visibility of the included destinations • Increased maritime heritage access through virtual and outdoor museums, more cross-border visitors, and more protected maritime heritage artefacts for society • All batanas are in the hands of Rovinj's fishermen - lives when it serves
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> • Organized workshops on maritime terminology on local dialect • Festival of Mali Škver - all sections of Rovinj's society, in addition to numerous visitors
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • Crossborder projects - partners from Italy • Planned workshop on the construction of batana in cooperation with the Technical School of Pula, training program for Shipbuilding Technician
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • News of the museums website - cultural events, ongoing projects • Availability by phone and email
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Solve tourism seasonality through crossborder cooperation and development • Culinary specialities sales - used for the development and innovation of the activities • Projects for cultural heritage and cultural promotion and cooperation

What makes it a best practice?

BRANDING, IMAGE BUILDING:

Batana boats, navigated by sail, oars, or motor, symbolize Rovinj's rich maritime heritage and attract tourists, promoting cultural tourism. The Batana Eco-Museum showcases these boats, fostering local pride and preserving traditions, enhancing Rovinj's cultural and tourism appeal, paying attention to the smallest details - so that the logos of sub-brands are in harmony with the general image of the brand. Batana boats strengthen the local economy by attracting visitors and supporting related businesses. Batana boats also inspire artistic expressions and community events.

Contact information

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