



UN Tourism Announces Best Tourism Villages 2025: 52 Communities Leading Tourism for Rural Development

From Koyasan in Japan to Chamarel in Mauritius, Bled in Slovenia, Carlos Pellegrini in Argentina, and Masfout in the United Arab Emirates, 52 newly recognized Best Tourism Villages from 29 countries showcase the power of tourism.

Huzhou City, Zhejiang Province, China, 17 October 2025: The latest list of Best Tourism Villages has been announced.

In this fifth edition, 52 villages from all regions - Africa, the Americas, Asia, Europe and the Middle East - received the recognition, selected from over 270 applications from 65 UN Tourism Member States.

Another 20 villages have joined the Upgrade Programme, with all 72 villages joining the Best Tourism Villages (BTV) Network. The BTV Network grows every year, and with the announcement of its 72 new members, 319 villages are now part of the largest community of rural destinations in the world.

UN Tourism Secretary-General Zurab Pololikashvili says: "Tourism can be a powerful tool to progress shared prosperity, inclusive growth and territorial cohesion in rural areas. Our Best Tourism Villages 2025 highlight communities that are working to safeguard their cultural heritage, preserve their natural resources and create economic opportunities through tourism. These villages show that by embracing tourism, they can promote social inclusion and build a future where no one is left behind."

The list of new villages was announced during a special ceremony in Huzhou City, China.

Tourism for Rural Development gains momentum

The Best Tourism Villages by UN Tourism initiative launched in 2021, under the UN Tourism for Rural Development Programme, accelerates the role of tourism in rural development by valuing and safeguarding rural areas along with their associated landscapes, knowledge systems, biological diversity and cultural heritage.

Candidate villages are assessed by an independent Advisory Board under nine areas of evaluation:

1. Cultural and Natural Resources
2. Promotion and Conservation of Cultural Resources
3. Economic Sustainability
4. Social Sustainability
5. Environmental Sustainability
6. Tourism Development and Value Chain Integration
7. Governance and Prioritization of Tourism
8. Infrastructure and Connectivity
9. Health, Safety, and Security

The initiative comprises three pillars:

- **Best Tourism Villages by UN Tourism:** Recognizes rural tourism destinations with accredited cultural and natural assets, a commitment to preserving community-based values, and a clear commitment to innovation and sustainability across economic, social, and environmental dimensions.
- **Best Tourism Villages by UN Tourism Upgrade Programme:** Supports high-potential villages on their journey to meet recognition criteria, helping them improve in areas identified as weakness during evaluation.
- **The Best Tourism Villages Network:** A space for exchanging experiences and good practices, learning, and opportunities among its members, and it is open to contributions from experts and public and private sector partners engaged in the promotion of tourism as a driver for rural development.

The list of the 52 Best Tourism Villages by UN Tourism 2025 is as follows (in alphabetical order by village):

Agaete, Spain

Akyaka, Türkiye

Aldea San Cristóbal El Alto, Guatemala

Anıtlı, Türkiye

Antônio Prado, Brazil

Arquà Petrarca, Italy

Asolo, Italy

Asuka, Japan

Barbaros, Türkiye

Bellano, Italy

Bled, Slovenia

Carlos Pellegrini, Argentina

Chamarel, Mauritius

Digang, China

Dongluo, China

Ezcaray, Spain

Flöberstadt Schiltach, Germany

Grand River South East, Mauritius

Hosszúhetény, Hungary

Huanggang, China

Jikayi, China

Kale Üçağız, Türkiye

Kandelous, Iran

Kaštelir Labinci, Croatia

Khinalig, Azerbaijan

Kolochava, Ukraine

Koyasan, Japan

Krupa na Vrbasu, Bosnia

Herzegovina

Loriga, Portugal

Lô Lô Châi, Viet Nam

Maimará, Argentina

Marktgemeinde Bad Hindelang,

Germany

Masfout, United Arab Emirates

Mértola, Portugal

Mórahalom, Hungary

Muju Village, Republic of Korea

Murillo, Colombia

Neot Semadar, Israel

North Azraq, Jordan

Pacto, Ecuador

Pemuteran, Indonesia

Plateliai, Lithuania

Pont-Croix, France

Quynh Son Community-based

Tourism Village, Viet Nam

Shafiabad, Iran

Shodoshima, Japan

Soheili, Iran

Synevyrska Polyana, Ukraine

Tonosho, Japan

Valendas, Switzerland

Vila Nogueira de Azeitão, Portugal

Yangsuri, Republic of Korea

UN Tourism is a specialized agency of the United Nations

World Tourism Organization

C/ Poeta Joan Maragall 42, 28020 Madrid, Spain – Tel: (34) 91 567 81 00 – info@unwto.org / unwto.org



Additionally, 20 villages have been selected to participate in the Upgrade Programme this year:

Al-Bashandi Village, Egypt

Brihuega, Spain

Comuna Chiguilpe de la Nacionalidad Tsa'chila,
Ecuador

Dawa Village, China

Evolène, Switzerland

Iraq Al-Amir, Jordan

Kemiren, Indonesia

Lolol, Chile

Meisenheim, Germany

Montagnana, Italy

Nari Village, Republic of Korea

Nopala de Villagrán, Mexico

Omonxona, Uzbekistan

Oosterend, Netherlands

Orduña, Spain

Parroquia Biblián, Ecuador

Quintandona, Portugal

San Javier y Yacanto, Argentina

San Martín de Unx, Spain

Sant'Andrea di Conza, Italy

The call for submissions for the sixth edition will take place in the first quarter of 2026, opening a new opportunity for rural destinations to share their inspiring initiatives and get global recognition as tourism for rural development champions.

Related links:

[UN Tourism opens call for Best Tourism Villages 2025](#)

[UN Tourism Best Tourism Villages](#)