Rural tourism is also revolutionizing businesses and prompting economic development across the globe. The US government has implemented several regional and state-wide development projects to increase the effectiveness of rural tourism/farm activities. The Australian and UK governments have also offered a wide range of products and services to promote tourism in the rural areas. Tourism events have been found to increase business, income and employment in the region and are seen to assist with social and economic development. Rural tourism has many potential benefits for including employment growth.