

# Southeast Asia's Digital Boom, Tourism Surge, and AI's Growing Influence

Southeast Asia Trends · Practice Test · 20 Questions

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**1. Which Southeast Asian country has seen a significant increase in international tourist arrivals in 2025, outperforming its neighbors with a 20.4% growth compared to 2024?**

- A) Thailand
- B) Vietnam
- C) Malaysia
- D) Indonesia

**2. As of mid-2025, what percentage of pre-pandemic levels have international tourist arrivals in ASEAN reached?**

- A) 71%
- B) 88%
- C) 92%
- D) 96%

**3. In Indonesia, which subsector of the creative economy led exports in January-October 2025?**

- A) Culinary Arts
- B) Music
- C) Fashion
- D) Film and Animation

**4. Which Southeast Asian nation is leading the region in AI adoption, with 61% of its population using AI tools in the second half of 2025, according to a Stanford University report?**

- A) Malaysia
- B) Thailand
- C) Singapore
- D) Philippines

**5. What is the primary growth driver for Southeast Asia's digital economy, accounting for 60% of its total Gross Merchandise Value (GMV) in 2024?**

- A) Digital Financial Services
- B) E-commerce
- C) Online Travel
- D) Ride-sharing Services

**6. Thailand launched the Destination Thailand Visa (DTV) in 2024. What is the validity period of this visa?**

- A) 2 years
- B) 3 years
- C) 5 years
- D) 10 years

**7. Which Southeast Asian country's creative economy employed 27.4 million people in 2025, exceeding government targets?**

- A) Malaysia
- B) Philippines
- C) Indonesia
- D) Vietnam

**8. According to the e-Conomy SEA 2025 report, what is the projected Gross Merchandise Value (GMV) for Southeast Asia's digital economy by the end of 2025?**

- A) \$185 billion
- B) \$263 billion
- C) \$300 billion
- D) \$600 billion

**9. In Malaysia, the Malaysia Sustainable Tourism Blueprint aims to transform the industry. What is a key focus of this blueprint?**

- A) Promoting mass tourism
- B) Prioritizing conservation and community engagement
- C) Increasing reliance on international funding
- D) Developing large-scale theme parks

**10. Which social media platform is often used for real-time news updates and social commentary in Southeast Asia, with active communities in countries like Indonesia?**

- A) Instagram
- B) TikTok
- C) Twitter/X
- D) LinkedIn

**11. Cambodia strengthened its cultural preservation efforts in 2025, conserving 1,095 heritage structures. How many Khmer artifacts were repatriated from abroad during the same year?**

- A) 5,061
- B) 1,158
- C) 3,162
- D) 6,621

**12. Singapore has positioned itself as a global AI hub. In the 2024 Global AI Index by Tortoise Media, what was Singapore's ranking?**

- A) First
- B) Second
- C) Third
- D) Fourth

**13. Which Southeast Asian country has seen a significant increase in bookings from China in 2024, with up to a 15-fold increase reported by some destinations?**

- A) Vietnam
- B) Philippines
- C) Indonesia
- D) Singapore, Malaysia, and Thailand

**14. What is the projected contribution of tourism to ASEAN's GDP in 2024, according to recent reports?**

- A) 5.2%
- B) 7.1%
- C) 9.7%
- D) 12.5%

**15. In Indonesia, what were the top subsectors contributing to the creative economy's exports in January-October 2025?**

- A) Applications and Crafts
- B) Fashion and Crafts
- C) Culinary Arts and Music
- D) Games and Film

**16. What is the primary objective of Thailand's Destination Thailand Visa (DTV), launched in 2024?**

- A) To encourage short-term tourism stays
- B) To attract remote workers and digital nomads for long-term stays
- C) To facilitate temporary work for Thai companies
- D) To promote educational tourism

**17. Which of the following countries exceeded its 2019 international tourist arrivals in the first half of 2025?**

- A) Malaysia
- B) Indonesia
- C) Vietnam and Lao PDR
- D) Thailand

**18. What is the estimated value of Indonesia's creative economy in terms of GDP since October 2024?**

- A) Rp1,611.2 trillion
- B) US\$26.68 billion
- C) Rp1,500 trillion (US\$94 billion)
- D) US\$13 billion

**19. Which social media platform is particularly dominant in Thailand for both social networking and brand marketing, alongside its strong instant messaging function and sticker culture?**

- A) WhatsApp
- B) LINE
- C) Telegram
- D) X (Twitter)

**20. Malaysia's tourism industry is expected to develop with intelligent tourism practices and tailored experiences through AI. What other key trend is expected to be a focus between 2025 and 2035?**

- A) Increased focus on budget travel
- B) Emphasis on virtual reality tourism
- C) Investment in green tourism and sustainable models
- D) Expansion of traditional package tours