

HALAL FLOATING MARKETS: NEW TREND FOR PROMOTION OF TOURISM AND SAFE FOOD FOR MUSLIM: CASES FROM THAILAND

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ABSTRACT

Food safety means the safety of the food component and preparation. Nevertheless, the additional concern on spiritual dimension is needed. For specific group of persons, specific abstinences on some kinds of food can be seen. For the Muslim, halal food is the specific pattern of food. The availability of specific places for halal food might be difficult in non-Islamic countries. Here, the authors discuss on the new trend of new halal floating markets in Thailand, a non-Islamic country in Indochina. It is the way to promote tourism and safe food for the Muslims.

KEYWORDS: Halal, Food, Floating Market.

INTRODUCTION

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CASE STUDIES

The cases are from Thailand. In Bangkok, there are at least 2 recent opened halal floating markets. The first place is TalardModthanoi Floating market located at an area that has ever been the orange orchard area. There are some groups of local Muslim in this area and the floating market was opened. The second place is Talard Lim KlongSuanlaung1 floating market. This market was recently set in the old area of Bangkok near the first road of Thailand, The New Road. At this area, there are some local Muslim and the floating market was opened. The two places are operated in some holidays and set along the old canals near the local mosques.

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(a).TalardModthanoi Floating market



(b).Talard Lim KlongSuanlaung1 floating market

DISCUSSION

The spiritual dimension in food science and medicine is important. Some specific people who have specific religious beliefs might have specific pattern of food. For example, the Hinduism people do not intake cow product, some Chinese ethnic group who believe in Kwany in goddess also do not intake cow product. For the Muslim, the halal food is required. The concern on the halal food for the non-Islamic country becomes the forgotten issue. In Thailand, there are few reports regarding the food safety for the Muslim [1-2]. In the spiritual dimension, the safe food for the Muslim must include that there is no contamination of pork or dog products.

Here, the authors present a interesting trend of developing of a specific place for halal food to the Muslim who live in non-Muslim countries. Combining with the trend of floating market, the

new halal floating markets are open in Bangkok, Thailand. The places can be good places for safe food for the Muslim. The maintenance of the quality of the food and place management is needed in order to maintain the sustainability of those markets.

CONFLICT OF INTEREST: None

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