

INSTITUTIONALISATION OF HALAL POLICY: A Case Study in Thailand

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Abstract: This article aims to analyze how has the halal industry evolved and grown in non-Muslim countries, with a specific focus on Thailand as a case study. This study uses a qualitative research method whose unit of analysis is the Thai government with the object of research being Thailand's policy in promoting itself as a country that is friendly to Muslim tourists as an effort of public diplomacy. According to the findings, the halal industry, which involves producing and distributing goods and services permissible under Islamic law, is regulated in Muslim-majority countries and is growing in non-Muslim countries. Thailand, a non-Muslim country, has successfully developed its halal industry and is now one of the largest exporters. To overcome barriers, Thailand can promote awareness, encourage community involvement, and improve product quality and diversification. Economically, it can provide financial incentives and support for certification, while ensuring a halal-compliant supply chain. Politically, it can strengthen diplomatic relations and develop consistent halal standards. Addressing political and social unrest can create a stable environment for the halal industry.

Keywords: Halal industry, non-Muslim countries, Thailand.

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Introduction

The matter of Islamic growth in Thailand is a complex one that involves a range of dimensions pertaining to the socio-economic, cultural, and religious aspects of the Muslim community's existence inside the country as a whole.² However, this issue is not going straightforward, in the history records, there was an issue of separatism among Muslims in southern Thailand.³ The southern provinces of Thailand, particularly Pattani, Yala, and Narathiwat, have a predominantly Muslim population, and the region has experienced separatist movements and violence for many years.⁴ This separatist movement is often referred to as the "Southern Thailand Insurgency" or the "Patani conflict".⁵

The conflict in Thailand stems from the assimilation of the Malay-Muslim southern region into the country, which has resulted in marginalization and discrimination.⁶ The Thai government has attempted to address this through military interventions, political policies, and development initiatives.⁷ However, the conflict has led to human rights violations, injuries, and a loss of civilian lives.⁸

The development of halal products has evolved in line with Thailand's culturally diverse Muslim population.⁹ The government has recognized the economic potential of the halal sector and established the Central Islamic Council of Thailand (CICOT) in 2002 to ensure halal products comply with Islamic dietary and ethical norms.¹⁰ The Thai government offers economic incentives to encourage investments in the halal industry, including financial assistance, subsidies, grants, and tax advantages.¹¹ It has also established dedicated halal industrial zones to provide specialized infrastructure and logistics.¹²

Thailand's involvement in international halal trade shows and forums has enhanced the exposure of Thai halal products globally and boosted the country's recognition in the halal industry.¹³ The government also promotes halal food and services in tourist locations, enhancing the country's attractiveness to Muslim travelers.¹⁴

This study conducted a literature review to demonstrate a thorough understanding of the topic. According to Noryati Haji Ibrahim on her article entitled "Halal Policy in Brunei Darussalam" stated that Halal consumption is a commandment of Allah SWT, aiming to preserve Maslahah in accordance with Maqasid Shariah principles. In Brunei Darussalam, halal matters are controlled and monitored, demonstrating the importance of Islam and the Malay Islamic Monarchy.¹⁵

Furthermore, a study "Does Halal Tourism Policy Attract More Tourists?" conducted by Romi Bhakti Hartarto and Muhammad Azizurrohmah explained that Indonesia's government has implemented halal tourism strategies to attract tourists from Muslim countries, attracting up to 24% of arrivals. This policy benefits both Muslim and non-Muslim countries and should be strengthened.¹⁶

While the article titled "Disabling Labelling in Indonesia: Invoking WTO Laws in the Wake of Halal Policy Objectives" from Michelle Limenta demonstrated that "The 2014 Halal Act" in Indonesia mandates mandatory Halal certification and labeling, raising concerns about extra costs for small and medium enterprises. The law also raises WTO issues under the TBT Agreement, questioning Indonesia's compliance with obligations.¹⁷

Following that the article written by Yong Hion Lim and Suddin Lada, "Non-Muslim consumers' intention to purchase halal food products in Malaysia" highlighted that attitude, subjective norms and perceived behavioral control were positively influenced

by the purchase decision of Halal food products amongst non-Muslim consumers in Malaysia. Apart from that, the acculturation effect moderates the relationship between attitude and intention to purchase Evidence from Indonesia.¹⁸

Ida Ayu Ketut Artami then in her article “The Awareness of Millennial Generation Towards Halal-Certified Products: An Empirical Study Potentially Influencing Policymaking” elucidated that the implementation of Law No. 30 of 2014 in Mataram city (Indonesia) revealing 82% awareness among the millennial generation but challenges in pre-purchase checks, religious understanding, and embracing halal-certified products.¹⁹

Steven Von Cuevas in his article “Exploring the Potential of Halal Tourism Through Institutional Analysis of Halal Certifiers in the Philippines” examines the Philippines’ halal certification and standards, revealing a fragmented development of certification schemes. The findings highlight the need for a common standard and national certification scheme to attract Muslim visitors and diversify tourism products, particularly in a Muslim-minority country.²⁰

The study “From Decision Making to Practice: Economic Growth on Halal Tourism Policies Based on Sharia Regulation in Lombok, Indonesia” from M. Syamsurrijal investigated the motivation behind sharia-based halal tourism regulations in Lombok, focusing on religious values, economic development, and sustainable society interests. It recommends policymakers consider these factors for societal benefit.²¹

To sum up, halal policy in several countries for muslim and non-muslim countries are important to increase economic development, market expansion, promotes diversity and inclusion, trunt and country branding. By examining Thailand as a case study, this article aims to evaluate the development and expansion of the halal industry in non-Muslim countries.

Methodology

This study aims to analyze the process of institutionalizing the halal industry in Thailand by using qualitative method. This study will use 3 main variables, namely obstacles in the development of the halal industry, strategies chosen to solve these obstacles, and output productivity or halal industry policies. This approach will provide a comprehensive overview of the internal and external factors that affect the development of the halal industry in the country.

Secondary data used in this study include Thailand government policy documents related to the halal industry, reports from institutions such as the Central Islamic Council of Thailand (CICOT), as well as scientific journal articles discussing the development and challenges of the halal industry in Thailand. Data will be collected through online literature searches in academic databases such as Scopus, Google Scholar, JSTOR, and ProQuest. Government policy documents will be accessed through the official websites of the Thailand government and related institutions.

Measurement of barrier variables, obstacle variables include a lack of understanding of halal concepts, cultural resistance, and limitations of infrastructure and experts. This data was obtained from government reports, scientific articles, and case studies of the halal industry in Thailand. Barriers are measured based on frequency and impact on the development of the halal industry, using qualitative methods through content analysis from secondary data sources.

Measurement of strategy variables includes government initiatives, such as education and training programs, fiscal incentives, and the establishment of halal certification bodies. Data on this strategy is collected from government policy documents and reports of related institutions. The effectiveness of the strategy

is measured through policy implementation analysis, training program evaluation, and case studies of local entrepreneurs' success in obtaining halal certification.

Measurement of output variables includes an increase in the number of halal-certified products, an increase in exports of halal products, and the growth of small and medium-sized enterprises in the halal industry. This data is obtained from trade reports, government statistics, and industry surveys. Output is measured based on economic growth indicators, the number of certifications issued, and the increase in the export volume of halal products.

Results and Discussion

Halal Industry in Muslim and Non-Muslim Countries

Halal industry refers to the production and distribution of goods and services that are permissible under Islamic law.²² In Muslim-majority countries, the halal industry is well-established and regulated by the government to ensure compliance with Islamic law.²³ Subsequently, halal industry is an important part of the economy in many Muslim countries, with a wide range of halal products and services available.²⁴ The demand for halal products in Muslim countries is driven by religious beliefs and cultural traditions.²⁵

Governments in Muslim-majority countries recognize the importance of the Halal industry and play a pivotal role in its regulation.²⁶ Regulatory bodies are often established to oversee and enforce compliance with Islamic principles in the production, processing, and distribution of Halal products.²⁷ This regulation helps build consumer trust and ensures that businesses operating in the Halal sector meet the necessary standards.²⁸

The Halal industry offers a diverse range of products and services to cater to the needs and preferences of consumers who

adhere to Islamic principles.²⁹ From Halal-certified food and beverages to pharmaceuticals, cosmetics, and even Halal tourism services, the industry has expanded to cover various aspects of daily life.³⁰ This diversity not only provides consumers with choices but also stimulates innovation and growth within the sector.³¹

The demand for Halal products in Muslim countries is deeply rooted in religious beliefs and cultural traditions.³² Islam provides specific guidelines regarding permissible (Halal) and prohibited (Haram) products and practices, influencing the choices of consumers.³³ The Halal industry, therefore, serves as a reflection of Islamic values, ensuring that products and services align with religious principles.³⁴

Building a halal industry in a non-Muslim country presents a complex set of cultural challenges.³⁵ One of the main challenges is the fundamental differences in understanding and values between non-Muslim majority cultures and the principles underlying the concept of halal.³⁶ Halal, which in Arabic means “allowed”, is not just about avoiding prohibited foods such as pork and alcohol but encompasses the entire spectrum of ethics and morals in the production, distribution, and consumption of goods and services.³⁷ This includes cleanliness, fairness in trade, and animal welfare, which must be strictly adhered to.³⁸ In non-Muslim countries, these principles are often not fully understood or appreciated, which can lead to difficulties in the implementation of strict halal standards.³⁹

This lack of cultural understanding can lead to resistance from local industry players. They may see halal certification as an additional burden or simply a formality without understanding its significance and moral implications. For example, the concept of slaughtering animals in accordance with Islamic law can be a controversial topic. In many non-Muslim countries, there are

different standards for animal slaughter and are often based on different humanitarian considerations. These differences can spark debates and conflicts between different groups, which in turn can slow down the process of implementing halal certification. In addition, changes in business practices and production required to comply with halal standards can be considered costly and time-consuming, adding to the layers of challenges for local entrepreneurs.

To address these difficulties, a comprehensive and inclusive approach is urgently needed. Thailand, for example, has shown how a non-Muslim country can successfully build a halal industry despite facing cultural challenges. The Thailand government has been working closely with local Muslim communities and international institutions to educate the public on the importance of halal concepts. They have developed a comprehensive training program for local entrepreneurs, helping them understand and implement halal practices in their businesses. The government also provides incentives and financial support to facilitate the transition to halal production, including subsidies for certification costs and technical assistance.

Thailand as non- countries has committed to developing the halal industry as part of its efforts to strengthen the national economy and increase competitiveness in the global market. The main argument underlying this policy is the huge potential of the halal product market, which is not only limited to Muslim consumers, but is also widely recognized for its quality and cleanliness. With Thailand's significant Muslim population and its strategic geographical location as a bridge between Asia and the Middle East, the Thailand government sees a great opportunity to become a major player in the global halal industry.

Non-Muslim countries that seek to adapt the halal industry often face a variety of complex challenges. One of the main

problems is the lack of a deep understanding of halal concepts and standards, which include more than just a ban on the consumption of pork and alcohol. Halal also touches on aspects of hygiene, production ethics, and supply chains that must be closely monitored.

For non-Muslim countries, developing infrastructure that supports the halal certification process can be a major challenge as it requires significant changes in existing industry regulations and policies. In addition, gaining the trust of Muslim consumers is also a challenge, especially if the country does not have a long history in the halal industry. The availability of experts with a deep understanding of halal law and practices is often limited in non-Muslim countries, adding a layer of complexity to the implementation of these policies.

In addition, the halal industry is not only limited to food and beverages, but also includes other sectors such as pharmaceuticals, cosmetics, and tourism. This provides significant diversification and opens up many new opportunities for local entrepreneurs. The Thailand government has implemented various policies to support the development of this industry, including the provision of fiscal incentives, halal certification training, and active promotion in the international market.

The implementation of this policy at the practical level involves various strategic and collaborative steps. One of the important steps is the establishment of the Central Islamic Council of Thailand (CICOT) which is responsible for issuing halal certification. CICOT works closely with various institutions and organizations both domestically and internationally to ensure high and internationally recognized halal standards.

In addition, the Thailand government also encourages local entrepreneurs to obtain halal certification through various training and subsidy programs. Investment in infrastructure and technology

has also been increased, including the construction of research centers and the development of halal products. At the promotional level, Thailand actively participates in international exhibitions and conferences to introduce their halal products to the global market. These measures demonstrate the government's serious commitment to positioning Thailand as the center of the halal industry in the Southeast Asian region, as well as having a positive impact on the local economy by creating new jobs and encouraging the growth of small and medium-sized enterprises.

Halal Industry: Economic Significance and Global Impact

The Halal industry has evolved into a key economic driver in many Muslim-majority countries. It encompasses various sectors, including food and beverages, cosmetics, pharmaceuticals, tourism, and finance. The production, certification, and export of Halal products contribute substantially to the GDP of these nations, fostering economic stability and development.

While the Halal industry is robust within Muslim-majority countries, its impact extends globally. The increasing awareness and demand for Halal products and services worldwide have turned the industry into a global phenomenon. Muslim-majority countries often export Halal products, contributing to the growth of the international Halal market and influencing global trade patterns.

The halal industry has made a significant contribution to Thailand's economic growth through increased exports, market diversification, and job creation. With a focus on quality and compliance with international halal standards, halal products from Thailand have successfully penetrated global markets, including the Middle East, South Asia, and even Europe and North America. Exports of halal products, especially food and beverages, have experienced rapid growth and provided substantial additional income for the country.

In addition, other sectors such as pharmaceuticals, cosmetics, and halal tourism also make a significant contribution. Halal tourism, for example, attracts Muslim tourists from various countries who are looking for destinations that provide facilities and services in accordance with halal principles. The growth of the halal industry not only increases export revenues, but also strengthens Thailand's position as a competitive economic center in the Southeast Asian region.

Furthermore, the halal industry also plays a role in encouraging local economic growth through job creation and empowerment of small and medium enterprises (SMEs). Many local producers, especially SMEs, benefit directly from the increasing demand for halal products. The Thailand government has provided significant support to SMEs through training programs, subsidies, and technical assistance to obtain halal certification.

This not only improves the quality and competitiveness of local products, but also opens up new export opportunities for small entrepreneurs. In addition, investments in infrastructure and technology to support halal production have also created new jobs in various sectors, from agriculture to manufacturing and services. Thus, the halal industry not only contributes to macroeconomic growth, but also has a positive impact on the economic welfare of local communities. This contribution makes the halal industry one of the important pillars in Thailand's sustainable and inclusive economic development strategy.

Social and Cultural Integration

The Halal industry is not only an economic force but also a catalyst for social and cultural integration. It creates a sense of community among consumers who share common religious and cultural values. Additionally, the industry has spurred the development of events, certifications, and educational initiatives

that promote Halal awareness and understanding.

On the other hand, halal industry is also growing in non-Muslim countries due to the increasing demand for halal products from both Muslim and non-Muslim consumers. Afterwards, non-Muslim countries that want to enter the halal industry need to standardize halal certification to ensure compliance with Islamic law,⁴⁰ Thailand is an example of a non-Muslim country that has successfully developed its halal industry and is now one of the largest exporters of halal products. Halal certification is becoming synonymous with food safety, hygiene, and health, which is attracting non-Muslim consumers to halal brands and products.

The globalization of trade and the interconnectedness of economies have contributed to the widespread growth of the Halal industry beyond traditional Muslim-majority regions. Non-Muslim countries are recognizing the economic potential of catering to the Halal market, which extends beyond religious adherence to include preferences for ethical, hygienic, and health-conscious products.

For non-Muslim countries seeking entry into the Halal industry, the standardization of Halal certification becomes crucial. This involves aligning production processes, sourcing, and quality control with Islamic law. Establishing recognized and standardized Halal certification ensures that products meet the stringent requirements of Islamic principles, building trust among Muslim consumers and providing assurance of authenticity.

Thailand serves as an exemplary case of a non-Muslim country that has successfully embraced and developed its Halal industry. By implementing robust regulations and certification processes, Thailand has become a major player in the global Halal market. The country's success is attributed to its commitment

to meeting international Halal standards, ensuring the authenticity and quality of its Halal products.

Halal certification is evolving beyond its religious significance and is increasingly associated with broader concepts such as food safety, hygiene, and health. Non-Muslim consumers are recognizing the value of Halal certification as an indicator of quality and ethical production practices. This broader appeal has led to the integration of Halal products into mainstream markets, attracting a diverse consumer base.

Halal certification is now synonymous with stringent quality control, ethical sourcing, and hygienic production processes. Non-Muslim consumers, driven by concerns for health, sustainability, and ethical consumption, are choosing Halal-certified products. This shift in perception has positioned Halal brands as trustworthy and reliable choices, fostering inclusivity and diversity in consumer markets.

The growth of the Halal industry in non-Muslim countries has not only contributed to economic development but has also increased global market competitiveness. Non-Muslim countries, like Thailand, are not only meeting the demands of their domestic Muslim population but are also exporting Halal products internationally. This economic impact highlights the industry's potential to bridge cultural and religious divides while contributing to global trade dynamics.

While the expansion of the Halal industry in non-Muslim countries presents opportunities, it also comes with challenges, including the need for continuous innovation, awareness, and respect for cultural sensitivities. Overcoming these challenges ensures sustainable growth and positive contributions to the global Halal market.

Barriers, Strategies and Outcomes of Thailand Foreign Policy in Social, Economy, Politic Areas.

Table 1.

Barriers, Strategies and Outcomes of Thailand Foreign Policy in Social

	<i>Barriers</i>	<i>Strategies</i>	<i>Outcomes</i>
<i>Social</i>	<i>Cultural and religious sensitivities surrounding halal practices may require education and awareness campaigns.</i>	<i>Promoting awareness and understanding of halal practices among the general public and business community.</i>	<i>A more culturally sensitive approach can foster trust and acceptance of the halal industry within Thai society.</i>
	<i>Many consumers and businesses may not fully understand the importance of halal products. Initiatives to increase awareness are essential.</i>	<i>Encouraging community involvement in the development and oversight of the halal industry.</i>	<i>Increased engagement with local Muslim communities can lead to greater acceptance and involvement in the industry.</i>
	<i>Engaging with local Muslim communities to understand their needs and preferences can be challenging but is crucial for success.</i>	<i>Training the workforce to be knowledgeable about and sensitive to halal practices can help meet the social requirements.</i>	

The provided barriers, strategies, and outcomes in the context of the halal industry in Thailand illustrate a clear correlation with a social perspective. The narrative unfolds in a way that recognizes the social dynamics involved in the acceptance and success of the halal industry.

The first barrier covers cultural and religious concerns, emphasizing the potential challenges associated with halal practices. The proposed strategy of education and awareness campaigns is

inherently social in nature. It seeks to bridge the knowledge gap among the general public and the business community. The expected outcome, a more culturally sensitive approach fostering trust and acceptance, is fundamentally social, indicating a positive shift in the broader societal perception towards the halal industry.

Moving on to the social understanding of halal products, the narrative highlights a common challenge where consumers and businesses may lack awareness. The suggested strategy involves not only increasing awareness but also actively encouraging community involvement. This correlation underscores the social aspect, recognizing that community engagement is vital for the success of the halal industry. The anticipated outcome of increased engagement with local Muslim communities aligns with the broader goal of fostering acceptance and participation at the community level.

Lastly, the table emphasizes the challenges of engaging with local Muslim communities and understanding their needs and preferences. The proposed strategy involves training the workforce to be knowledgeable and sensitive to halal practices. The correlation here lies in the social perspective that acknowledges the importance of a culturally aware and educated workforce. The outcome is framed as meeting social requirements, underlining the significance of understanding and responding to the specific needs of the local communities.

Table 2.

Barriers, Strategies and Outcomes of Thailand Foreign Policy in Economy

	<i>Barriers</i>	<i>Strategies</i>	<i>Outcomes</i>
<i>Economy</i>	<i>Thailand faces stiff competition from countries like Malaysia and Indonesia. To address this, strategies may include improving product quality and diversification.</i>	<i>Thailand can actively promote its halal products in international markets, leveraging its reputation for food safety and quality. This can include participating in trade fairs and exhibitions.</i>	<i>The desired outcome is to expand Thailand's exports of halal products, capturing a larger share of the global halal market.</i>
	<i>The high costs associated with halal certification can deter businesses. Thailand can work on providing financial incentives or support for certification.</i>	<i>The government can offer tax incentives or grants to businesses investing in the halal industry to offset certification and production costs.</i>	<i>A thriving halal industry can contribute to economic growth, generating employment opportunities and stimulating investment.</i>
	<i>Ensuring a halal-compliant supply chain can be a significant hurdle. Developing infrastructure and guidelines for halal sourcing and processing can help overcome this.</i>	<i>Supporting research and development in the halal sector, encouraging innovation, and improving production efficiency can enhance the industry's competitiveness.</i>	

The strategies for addressing economic challenges in Thailand's halal industry demonstrate a comprehensive approach to enhance competitiveness in the global market.

In order to combat the threat of fierce competition from nations like Malaysia and Indonesia, the first strategy places a strong emphasis on diversification and product quality enhancement. By offering high-quality and diverse halal products, Thailand aims to meet the varying preferences of global consumers. The desired outcome is the expansion of Thailand's exports in the global halal market, capturing a larger share. This strategy not only focuses on economic aspects but also recognizes the importance of meeting diverse consumer needs and preferences, which has social implications by potentially fostering economic growth and employment.

Subsequently, acknowledging the deterrent effect of high certification costs on businesses, the strategy proposes providing financial incentives and support for halal certification. The government's involvement in offering tax incentives or grants aims to alleviate the financial burden on businesses investing in the halal industry. The desired outcome is a thriving halal industry that contributes to economic growth, generates employment opportunities, and stimulates investment. This approach not only addresses economic barriers but also has social implications by promoting inclusivity and facilitating business participation in the halal sector.

Following this, the approach prioritizes the establishment of infrastructure and protocols for halal sourcing and processing, in recognition of the difficulty associated with guaranteeing a halal-compliant supply chain. The goal of this strategy is to create a strong, dependable supply chain that complies with halal regulations. This strategy has social implications by assuring consumers of the authenticity of halal products and potentially attracting further investment, benefiting both businesses and the broader community.

Lastly, the final strategy emphasizes supporting research and development, encouraging innovation, and improving production efficiency to enhance the competitiveness of the halal industry. By investing in these areas, Thailand seeks to stay at the forefront of the evolving halal market. The desired outcome is an industry that not only meets current standards but also anticipates and adapts to future trends. This forward-looking strategy has social implications as it fosters a culture of innovation, potentially creating employment opportunities and contributing to overall economic and social development.

Table 3.
Barriers, Strategies and Outcomes of Thailand Foreign Policy in
Politic Areas

	<i>Barriers</i>	<i>Strategies</i>	<i>Outcomes</i>
<i>Politics</i>	<i>Political dynamics and conflicts can hinder trade relations. Thailand may need to engage in diplomatic efforts to strengthen ties with Muslim-majority countries.</i>	<i>Actively engaging in diplomatic efforts to build strong relations with Muslim-majority nations, fostering trust and collaboration.</i>	<i>The foreign policy should aim to strengthen diplomatic relations, opening doors for trade and economic cooperation.</i>
	<i>Developing consistent and internationally recognized halal standards and regulations can be challenging. Thailand can work on aligning its standards with international norms.</i>	<i>Working on harmonizing halal regulations with international standards can facilitate trade and enhance Thailand's credibility in the halal market.</i>	<i>Developing a robust regulatory framework can lead to greater international recognition and acceptance of Thai halal products.</i>
	<i>Political sensitivities around halal issues, particularly in regions like Southern Thailand, must be addressed through careful policy measures.</i>	<i>Addressing any political or social unrest in regions like Southern Thailand can help create a stable environment for the halal industry.</i>	

The provided strategies address political barriers faced by Thailand's halal industry, emphasizing diplomatic efforts, regulatory alignment, and addressing regional political sensitivities.

One of the identified barriers is political dynamics and conflicts that can hinder trade relations. The proposed strategy involves actively engaging in diplomatic efforts to build strong ties with Muslim-majority nations, fostering trust and collaboration. The desired outcome is a strengthened foreign policy that opens doors for trade and economic cooperation. The social and economic implications are significant, as diplomatic success can lead to increased trade, fostering not only economic growth but also international relations that promote stability and cooperation.

Recognizing the challenge of developing consistent and internationally recognized halal standards, the strategy suggests working on aligning Thailand's standards with international norms. The anticipated outcome is the facilitation of trade and enhanced credibility in the halal market. This strategy is not only economically beneficial but also has social implications, as it contributes to building a global reputation for adherence to high-quality and standardized halal practices.

Political sensitivities around halal issues, particularly in regions like Southern Thailand, are identified as a potential barrier. The suggested strategy involves addressing any political or social unrest in these regions to create a stable environment for the halal industry. The outcome is the establishment of a conducive atmosphere for halal business operations. This strategy has both economic and social dimensions, as stability in the region is vital for economic activities, and it addresses social concerns related to political sensitivities.

Conclusion

The Halal industry, which involves producing and distributing goods and services permissible under Islamic law, is a significant part of the economy in Muslim-majority countries. Governments regulate the industry to ensure compliance with Islamic principles, contributing to economic stability and development. The industry offers a diverse range of products and services, catering to consumers adhering to Islamic principles. The demand for Halal products in Muslim countries is deeply rooted in religious beliefs and cultural traditions. The Halal industry has a global impact, contributing to the growth of the international Halal market and influencing global trade patterns. Non-Muslim countries like Thailand are also embracing the Halal industry, ensuring standardized certification and adhering to Islamic principles.

Thailand's foreign policy in the halal industry faces challenges such as cultural and religious sensitivities, social issues, and competition from countries like Malaysia and Indonesia. To overcome these, the country should implement education and awareness campaigns, promote community involvement, and train the workforce to be knowledgeable and sensitive to halal practices. Additionally, the country should address the high costs associated with halal certification and provide financial incentives for businesses investing in the industry.

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