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Relevance of Regulatory Policies in Governing Adherence to Halal Concept in the Design of Food Premises in Malaysia

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Abstract

Food premises characterize as a space for food storage, preparation and serving with dining and cleaning areas. In Malaysia, halal food premises are in demand as larger population are Muslims. This paper aims to clarify holistic understanding of design of Malaysian food premises accordance halal concept. It comprehends discussion of pertinent issues gleaned from the literature reviews, available guidelines and governmental acts and policies. There are Food Act 1983, Malaysian Standards, Malaysian Halal Certification Procedure Manual 2011 by JAKIM and Trade Descriptions Act 2011. Conclusively, further explorations needed to formulate and implement best practices for Halal food premises design concept.

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Keywords: Food premises; halal concept; design; halal certification

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1. Introduction

Malaysia is leading on the edge of making himself as a halal hub of the world. The evidenced by the fact that Malaysia is a Muslim-majority country where the government has announced the development of the Halal sector. It turns into one of the potential engines for economic growth and societal development. Although the usage of halal in Malaysia is not compulsory, Malaysia being the prior to combining halal into the scope of long-term economic planning. Additionally, it is the first to announce a global halal center and create a restricted agency for halal monitoring at the national level. The impressive strategy by the government at present produced three phases called as Halal Master Plan. It prepared in pointing issues on certification, sector development, Halal integrity, implementation, timeframes and responsibilities (Zawya, 2013 and Saifol, B., 2011).

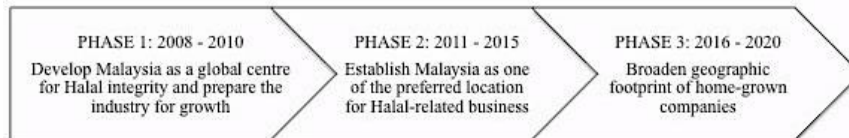


Fig. 1. The phases of Halal Master Plan in Malaysia since 2008 until future year 2020

The current condition of Malaysia, halal industry helped increase the tourist numbers, especially with the existence of Islamic Tourism Centre (ITC) by Ling, 2012. The halal industries and halal tourism is firmly supported by the Malaysian government as mentioned in the 2013 Malaysia Budget. It showed where RM200 million Halal Industry Fund to finance working capital of participating under the SME and Tourism Sector created. In the associate with Visit Malaysia Year 2013/2014, the Government has apportioned RM358 million to development expenditure, an increase of 42%, to target 26.8 million tourist arrivals” (Ministry of Finance, 2012). The Halal SME (2012) correspondingly captured that it was to create a culture of transparency and awareness of trends in the Halal Food Industry in food and beverage field. At the same time, it will become as the industry guide and the informative setting up of business the halal food spaces for owners, property developer, and the country.

2. Background issues

Due to that development and achievement, the current available halal standards in Malaysia are created to fulfil selected halal product guidelines. Since that numerous halal issues regarding certification and halal labelling the use or display methods.

The halal food industry is necessary crucial for Muslims all over the world as it serves to ensure them that the food items they consume daily are Syariah-compliant. Meanwhile, this paper analyses lacking awareness related to halal food premises could create misunderstanding, especially during the application and requirement process for halal certification (Moktar, L., 2011). For example, the designers or stakeholders could have difficulties complying with several guidelines or procedures before being Halal certified.

Malaysia known as a multi-culture communities create various scenario of the food premise in term of halal concept. For instance, characteristic of Halal standards in public food area. There was an issue regarding public food space that serving both halal and non-halal in Kota Samarahan, Kuching last reported by Bernama (July, 2013). The eatery space had been ordered closed by Sarawak Health Department. Furthermore, most of the previous research was recognized halal as a product and regulation progress for food production and services neither in the food area design. Nonetheless, various experts viewed that the design space for food area only establishes by publishing the halal logo or certified by local authorities. It is legally for the public to verify the status of the food without concern the meaning of attire halal process.

However, the paper is more concerned with the relationship connection between several criteria, authority policies and acts of Halal concept with a design approach towards food premises in specific. Since the aims to clarify holistic understanding of design of Malaysian food premises accordance halal concept. It comprehends

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