한식세계화를 위한 한식의 이슬람 문화권 확산 방안 모색을 위한 탐색적 연구

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<Abstract>

An exploratory study of Korean Food Globalization through Diffusion of the Korean Food to Islamic country

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This study was a study of Diffusion of the Korean Food to Islamic country that had not been studied until now. Through understanding of halal food market which Muslims use; this study will show how to spread Korean food and its ingredients to Islamic culture and propose directions which researches should be done. For this purpose, the studies were done on general understanding about Muslims use halal food and halal food market size and Halal food market size for major countries. Muslims who believe Islam are scattered around the world in more than 140 countries, and the total population reached about 16 billions which owns the largest number of believers as a single religion; this is approximately 24% of the world's population. Also, the halal food market takes up about 16% of the global food market. Halal food's popularity is rising among non-muslims as well, for animal welfare reasons and values in health, sanitation and etc. Therefore, rather than perceiving the halal food market as religious; the effort is needed to enter the market that involves active researches for the globalization of Korean food in the Muslim market. Thus, this study will propose the methods to do so.

※ Key Words : Halal Food, Korean Food Islamic Country, Haram, Muslim Foods