

THAI CUISINE IN THE AIR: ENHANCING INFLIGHT DINING EXPERIENCES

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ABSTRACT

This article focuses on the importance of Thai food for inflight service. The objective is to present the steps, restrictions and suggestions for serving Thai food onboard. This will create knowledge and an understanding of the process of preparing Thai food for service on airplanes, starting from the selection of the menu items, preparing the raw materials and seasonings that will be used as ingredients in food preparation, the preparation for making food cool for storage prior to loading it onto the plane, reheating the food, and finally, the food service, so as to maintain the food culture, nutritional benefits, and fame of Thai food. Airline operators place great emphasis on safety and inflight service, such as providing safe and comfortable seats, inflight entertainment, and inflight food and beverage services. Inflight meals are considered to be one of the competitive strategies in the aviation industry. Each airline has selected a menu that is nutritious, modern, tasty, and popular to impress passengers during the flight. Thai food has been upgraded to be an internationally well-known cuisine, with many popular dishes, such as Papaya Salad, Tom Yum Kung, Green Curry With Chicken, Chicken Massaman Curry, Chicken Basil Rice, Pad Thai, Fried Spring Rolls, etc. In order to raise the standard of in-flight food service to be modern, meet customer needs, and create an impression on the journey for the passengers, many airline companies are bringing popular Thai food to their inflight service. In addition to the taste of the food, airline operators also need to consider the nutritional benefits that meet the standards of food that will be served on the plane as well with the quality and value of Thai cuisine in an international setting.

Keywords: Food, Inflight Service, Airline Business, Thai Food

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