

Impact of Beliefs and Arts on the Cultural Landscapes: The Case of Wat Chedi's Stucco Chickens of Thailand

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Abstract

Since ancient times, sacred power beliefs have been an element of human culture. The beliefs in prayers and vows stem from the people's desire for stability and spiritual dependency, as well as from those passed down from generation to generation. These are frequently based on numerous legends relating to the locations. This article examines the belief in making a pledge to Ai Khai of Wat Chedi in Nakhon Si Thammarat Province, Thailand, with a stucco chicken, which is known for the sacredness of "Every wish comes true". Numerous people come there to make vows and seek favors. Dealing with this votive stucco chicken has been a difficult endeavor before because there were other votive stucco chickens gathering vows in the vicinity of the Chedi Temple. It is a significant problem for Wat Chedi, but it also gives the area a name, which boosts the trust of the public.

The article examines the cultural value placed on vows, which has an effect on both the local economy and the way culture evolves. It focuses on passing the Wat Chedi votive chicken while sharing stories, knowledge, and artistic expression from the Gamecock community.

It employs a qualitative research methodology. Data is gathered from literature and interviews, coupled with field surveys and image data collection.

It concludes that Wat Chedi is a creation of a sacred space. It is frequently turned into a spiritual tourist attraction. As the community and the age have changed, there are physical and cultural changes as well. The design of the stucco chickens in the image depicts Ai Khai's preferred pet, a fighting cock. At Wat Chedi, more and more stucco chickens are accumulating vows. This has resulted in a significant shift in the cultural landscape of Wat Chedi and its environs. This study shows the arrangement of large objects in votives until it becomes the identity of the area and increases people's feelings of faith in the community.

Keywords: Belief, Cultural Landscape, Stucco chicken, Thailand, Wat Chedi

Introduction

People have long believed in the power of sacred items, which have magical abilities dating back to the prehistoric times. This concept continues to be held in society despite the tremendous advancement of technology. Generally, beliefs are a component of culture. In Thai culture they are intertwined with religions and the fundamental philosophies of the Thai people. (Chinpun, 2015). In fact, numerous ceremonies have developed from these ideas. When passed down in the society, such as when requesting blessings in a prayer, they demonstrate the conviction that what is respected will be able to assist in achieving the desired outcomes. In return, things will be provided as offerings once the requester has had his request fulfilled. Depending on the type of offerings, people would like to deem sacred, there are numerous materials that can be utilized as offerings, including food, drink, flowers, scents, fruits, sculptures, and performances (Chanabawornwat, 2017).

However, materials that have been used as votives for particular religions cannot be used again. Thus, those in charge of a space where the votive ceremony has taken place must control these votives.

Wat Chedi, also known as Chedi Temple, is a temple in Thailand's Nakhon Si Thammarat province famed for its devotion to "Ai Khai," the holy ghost of a ten-year-old boy. Since Ayutthaya, people have lived here. There are stories in the media on the realization of "Ai Khai's surrender," which may be found in the newspapers, television, and online media. People have rushed to pay their respects and make a wish, and the saying "Every wish comes true" has gained currency. When the goals (wishes come true) are accomplished, people who used to swear will come back in droves to buy goods, which include candy, red juice, boys' toys, uniforms for the military, firecrackers, chicken votives, eggs, and numerous other items. There are numerous examples of these votive offerings. As a result, Wat Chedi has created a management system to oversee these offers in a variety of categories, including food, kid's toys, and men's clothing.

The temple adopts a variety of outreach techniques to connect with the nearby neighborhoods and educational institutions. There are pyrotechnics set off and fresh flowers tossed away. As a result, there is currently a sizable pile of firecracker remnants in the area surrounding the temple, including stucco chickens that range in size from small to large and stand over a pile of three meters tall. As more and more accumulations are made each day, the area will eventually be completely filled with these remnants, which will be arranged in the temple. Until the identity of Wat Chedi, which is considered a cultural space with the ability to positively affect the community economy in the area and the villages surrounding the temple, is established, it may be defined as "Buddhist tourism" and spiritual tourism. Today, trust of the masses in Wat Chedi (Ai Khai) is growing in popularity, and not just among the Thais. Indeed, it also includes foreigners who come to Wat Chedi with faith.

This has impacted the creation of a sacred space, the ritual of exchanging vows with a stucco chicken, and the community's creative interpretation of the beliefs that has shaped the stucco chicken's forms. The process of dealing with the stucco chickens that have been accumulated has defined the identity of the area. Its effects on shifting cultural landscapes in Chedi Temple and the surrounding areas in Nakhon Si Thammarat Province, can enable the understanding of the influence of beliefs that create sacred spaces. This raises the question, as to how the votive rituals and types of offering affect spaces and the people

In this context, this paper investigates the cultural factors that affect how people consider vows and offerings. It aims to explore the future development challenges of Wat Chedi and the surrounding area. The cultural value of stucco chicken and its impact on changing the landscape.

Its objectives are:

1. To produce guidelines for the management of the increasing volume of votive offerings.
2. To explore the beliefs and factors influencing the patterns of Wat Chedi's stucco chickens.

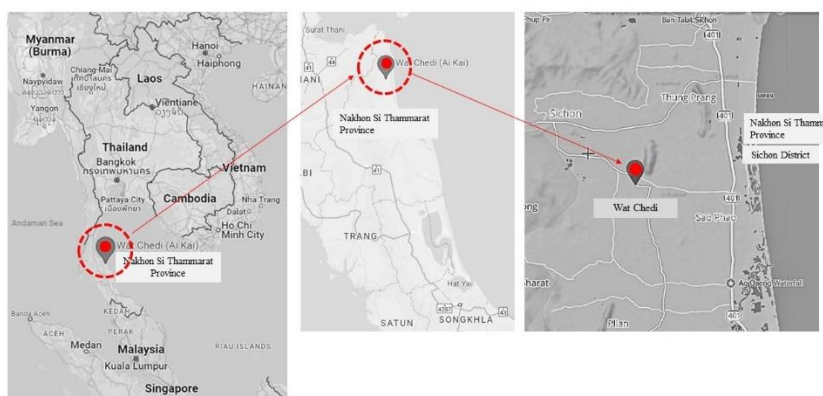


Fig. 1: Location of Wat Chedi, Sichon District, Nakhon Si Thammarat Province
Source: Author



Fig. 2: A statue representing "Ai Khai" at Wat Chedi
Source: Author

Theoretical Framework

The framework used in this paper is based on the concept presented by Antrop (2005) that the cultural landscape is a rich source of information, which is related both in form and content. The interconnection of smaller components within the broader context of the area is critical to determining future management and development strategies. It also incorporates Holm's (2014) idea of using photography along with content analysis.

Beliefs and aspirations influence the definition of a holy location

The most significant factor that benefits the environment is culture. Local residents influence the cultural landscape of the area (Ziyae, 2018). It is the total interaction between a physical, social, and historical elements of a place on both a physical and intellectual levels. Due to environmental changes and human activity, a cultural landscape can be transformed.

In Thailand, a vowing ceremony has emerged from a ceremony known as Theta Phli. Theta Phli is a ceremony where angels are requested to help defend the participants from harm, provide them with luck, and reward them by making merit and dedicating them to the angels (Siriratanānuwat, 2015). From this ceremony, pledging ceremonies have developed. A vow-taking ceremony encourages people to make a commitment to perform good deeds in order to achieve what they desire (Siriratanānuwat, 2015). In order to assist or fulfill a wish, a sacred object is asked for in a ritual with a contract as a sort of exchange. If it is successful, the individual making the vow will either exchange a gift or maintain their word (Dictionary, 2011). Making an offering and making a vow are also part of the ceremony (Phontip, 2021).

Majority of the Thais adhere to a belief system known as popular Buddhism, which mixes animism and religion (Sirikanchana, 2010). For Thai people, it seems to be a practicing value. That results from the requirement for psychological stability, emotional support, and inherited beliefs.

Votive offerings can be made in a variety of ways, depending on the sacred item and the person making the request: through performances, earning merit, or carrying out kind deeds (Chanabawornwat, 2017).

The concept of sacred space is developed from the conviction that asking for blessings and praying are important. According to Weber (1970), sacred space has always been present in both Nature and human behavior. According to Geertz (1973), a sacred location can be identified by its geographical qualities. In other words, it is a location with unique natural characteristics or something that cannot be described. It is a topic that has to do with stories.

The community has given the region meaning by connecting historic stories from the past to the present. It is a location where evidence or symbols of sacredness can be found, as well as where a belief in holiness might emerge. This pertains to local news. A sacred place acts as a mental anchor. From travel to prayer, Buddhist tourism, a type of spiritual tourism, is currently being developed as a tourism area (Agarwal et al., 2021). This may bring the traveler some peace of mind. In modern times, social media usage has a significant impact on the value of tourist attractions in the form of holy places, sharing travel tales to make a wish, and making a promise when the wish comes true. It affects whether or not someone chooses to go somewhere.

Cultural Landscape

The term "cultural landscape" refers to a region's collection of natural and cultural features, including houses, canals, community woods, historic sites, and places of worship (Taylor, 2009). Cultural terrain, concerns how culture and the environment interact. People in a group adhere to a culture or a set of principles that are both concrete and abstract in their treatment of the environment or Nature in order to promote prosperity and the advancement of human society. Weerataweemat (2015) provides the findings in the form of a visual landscape. The resulting landscape could depict the character of that location. According to Relph (1976) the identity of a place is composed of three interconnected elements: physical features, appearance, and history. Activities and underlying symbolism of the physical elements are aspects of the environment that are either created by Nature (such as the earth, mountains, and lakes) or by human activity (such as structures and highways). Activities, objectives, and geographical, symbolic, or symbological topics are all examples of activities. Samsudin and Puteri (year) show how visitors' interactions and experiences at a place influences it.

Thai People's Beliefs about Chicken

Since the time of the settlers and immigration, native Thai chickens have been living among the Thai people. For the community, there are advantages in terms of increased revenue and food security. Local chickens, particularly fighting cocks, are frequently mentioned in legends (Laopaiboon, 2012).

Indeed, there are several myths regarding chickens in Thai culture, including the one that the cock represents the rooster. During the Ayutthaya period, chickens were prized possessions because King Naresuan was skilled at cockfighting.

Chicken is considered a lucky bird. King Naresuan, who was skilled in cockfighting, led to the Ayutthaya period's view of chickens as priceless animals. In the history and current practice of cockfighting among the local population, chicken is considered a lucky bird. Thus, offerings are frequently made to the revered sacred objects using figurines of chickens.

It is believed that a house will be prosperous if there are beliefs about the characteristics of auspicious chickens, such as the five-colored chicken, which is regarded as wealthy in money and family. The white chicken, also known as the "Chee Rooster," is venerated. It is believed that a golden-silver chicken will bring wealth and gold luck into one's house. Thai people who want to place a chicken in front of a shrine or a business do so because they believe that if they

leave it there with its mouth open, it will peck at coins and precious stones, tricking them into becoming wealthy.

Win (2019) discusses chickens with feathers at length. Fighting cocks are viewed as illustrations of human wisdom requiring knowledge. It takes perseverance, training, and continual breed development to create a new and potent fighting cock breed from domestic chickens, based on enjoyment, competition, and success. It is a clear-cut game with clear rules.

The Thai Native Chicken Conservation and Development Association divides Thai gamecock breeds, including the white-tailed yellow and Phra Naresuan chickens, according to color, as do many types of black-tailed padauk. White-tailed gray variety, white-tailed striped variety, black-tailed bird species, red tail variety, Pradu Lao white tail variety, Green Lao white-tailed breed, and red bird breed chicken. In different parts of Thailand, fighting cocks have different colors, feather types, and physical traits.

A statue of a battling fowl for atonement offerings are frequently made to sacred things thought to be used in cockfighting, such as chickens swearing in painted cement, which is a favorite cockfighting prop. Often, King Naresuan the Great's "Yellow Chicken with White Tail" is performed in front of all significant locations in his history, including monuments and shrines. Even monuments without any connection to cockfighting, such as Phanthai Norasingh Shrine or the Monument of Chao Phraya Abhaibhubejhr (Chum Abhaiwong), may bear this name. It offers a variety of colored stucco chickens in different shapes and sizes. The vows in this instance are spoken by stucco chickens. Since it is expected to be recovered, it won't be used again.

Review of Literature

Scholars are interested in cultural landscapes because they reflect community changes, both tangible and intangible. Zulkarnain et al. (2022) note that the uniqueness of a place emerges through shared community values, necessitating an exploration of the meaning and value of that community culture. Taylor (2009) writes that in Southeast Asia, cultural landscape development reflects the interaction between people and the environment, resulting from both tangible and intangible cultural processes. This reflects historical changes intertwined with social and economic facets. This aligns with Taylor and Lennon's (2011) say that cultural landscapes represent the link between culture and nature, evolving from traditional knowledge systems and responses. Cultural values are attributed both tangibly and intangibly, with the latter often evident through lifestyles and rituals.

Pénicaud et al. (2023) point out that vowing and offering ceremonies resemble the transmission of sanctity from the angels to places and individuals, forming a part of devotees' quest for spiritual experiences. Gryglewski et al. (2020) say that in terms of faith in religion, people often use artistic methods to honor the sacred and communicate information related to ceremonies.

Brox (2022) says that within Buddhism, items associated with rituals hold sanctity and must be treated with reverence, often being respectfully placed in specific locations to avoid damage. This aligns with Stengs (2014) says that votive items are related to emotional value. It needs special care and cannot be disposed of as general waste, but it lacks clear management guidelines. Therefore, it is often left in an undefined area. National Center for Genetic Engineering and Biotechnology (BIOTEC) (2023) points out that these votive sculptures pose landscape challenges within temple premises and surrounding areas. This causes air pollution problems from the huge amount of stucco remains and the process of destroying them.

According to Karpodini-Dimitriadi (2000), the significance of understanding cultural landscapes lies in comprehending the past. And development planning and management of future changes. Thinnakorn and Anurak (2022) point out that there are four aspects of cultural landscape evaluation criteria: aesthetic value, history, science, education, and social values. These assessment criteria can be a tool to help us understand the value and prioritization of cultural landscapes.

Research Method

This study employs qualitative data gathered through a literature survey of the cultural landscape, people's beliefs, Wat Chedi and Sichon district history, a vowing ceremony, and chicken votives. Visual data is collected through surveys and photographs by researchers. Interviews were conducted, utilizing specific sampling criteria. The sample group comprised of representatives from the Wat Chedi management team, community representatives, stucco chicken sculptors, and sellers of offerings around the Wat Chedi area. Data was analyzed, and further on-site investigations were conducted to compare and supplement information derived from the analysis, aiming for a more comprehensive understanding.

Findings

Faith in the custom of exchanging vows with a stucco chicken at "Ai Khai, Wat Chedi"

The tales of "Ai Khai" of the local community, is about a boy around 10 years old, who has contributed to the creation of a significant sacred space. Today, it serves as an anchor for the mind when people pray at Wat Chedi for blessings. Referring to the details posted on the Wat Chedi website, the history of "Ai Khai" can be described as follows.

According to mythology, a "temple boy" may either be a Somdet Phakochao (Luang Phor Thuat) follower or a member of Wat Pho Sade's family. Ai Khai is in charge of serving Somdet Phakho Chao, taking care of him, and deciding how long he will stay on his trip. Ai Khai requested to go with Somdet Phakochao, who ordered him to remain and keep an eye on this Chedi temple. The temple boy then decided, without stating the reason, that he would remain and guard this temple and not leave till the end of his life (Wat Chedi (Ai Khai) n.d.)

According to community beliefs, since the time of Ayutthaya, a holy spirit has existed. In order to assist the locals, his ghost is said to be residing in Wat Chedi (Ai Khai). The experience of having one's desires fulfilled has been the subject of several anecdotes from the local population and those who visit to pray. (Ruengmak and Tipsrinimit, 2021).

The two parts of the ceremony for requesting blessings from Ai Khai (Wat Chedi) are adoration and offering. Khanom pia, red water, clothes from the military or police, fighting cocks for construction, fireworks, folk performances, slingshots, toys for boys, and other objects which are frequently used to make promises to Ai Khai (Wat Chedi). Stucco chickens are the most popular goods, and once offered, they won't be used again.

The concept of chickens' fight is the reason why stucco chickens are so frequently used to make vows to Ai Khai. When he was still alive, Ai Kai loved it as his pet. The idea that a gangster beat the chickens to the top is another theory as to what caused it. Bringing the gamecock, one wishes to offer and wish one's own gamecock success. Thus, it's common to present stucco-fighting cocks as sacrifices when taking a pledge.

Initial donations include live fighting cocks, which results in a great number of gamecocks in the temple as well as chicken excrement scattered around the building. Stucco chicken is chosen as an alternative as a result. To raise gamecocks in Sichon District, Nakhon Si Thammarat Province, it employs local wisdom that has been around for a long time. Indeed, it is a source of good-quality chickens. It is part of the way of life of farmers that most people prefer to raise cockfighters for the sport of cockfighting. Gambling until it is well known that a source of good-class chicken must be at Sichon.

Nowadays, there are various sizes and styles of stucco chicken. However, stucco cockfighting has two sources:

- 1) Due to the lower price than the local shops, small stucco chickens are imported and sold from other provinces, such as Nakhon Ratchasima and Ratchaburi, the source of various stucco sculptures, such as zebra chickens for tribute, to be exported and sold throughout the country; and
- 2) large stucco chickens, which have a height of 2 meters or more, are sculptures made by artisans in the community surrounding the Chedi Temple.

Wat Chedi's Stucco Rooster Artwork

It was observed that in Wat Chedi, there are varieties of stucco chicken motifs. The pattern of the stucco chicken and its genesis are the subjects of the researcher's data collection, exploration, and photo analysis. The following vows were seen to be common among the stucco chickens:

- 1) Stucco chickens that represent the appearance and actual color of gamecocks, such as the white-tailed yellow chicken, black-tailed red chicken, and red-tailed chicken. They have been created in 2015 by the citizens of the Sichon District. Hybrid fighting cocks like the green Phra Indra chicken, the yellow chicken with a white head, and the Chi Chae chicken are currently gaining increasing interest from cockfighting fans.
- 2) It is believed that a stucco chicken with an auspicious design, such as a golden or silver chicken with an open mouth, will bring wealth. White chickens are symbolic of good fortunes entering a home. Chicken in black and white is considered to protect against danger. Grey chicken is believed to be the color of the wise man, which is thought to improve one's ability to learn,. Red chicken is the color of love, while Green-black chicken is said to provide harmony and aid in healing or illness prevention.
- 3) A chicken made of stucco with a creative design; the posture and structure this group of chickens utilizes when defending stucco are identical to those of other chicken groups. However, it doesn't really represent the true traits and hues of the gamecock. Create beautiful textures by using color fills such as painting, spray painting, and stained-glass ornamentation.



Fig. 3: Stucco chickens that represent the appearance and actual color of gamecocks
Source: Author, 2021-2023



Fig. 4: Stucco chickens with colors and patterns believed to be auspicious and bring good luck to those offering them

Source: Author, 2021-2023



Fig. 5: Stucco chicken made with creative designs

Source: Author, 2021-2023

The posture of a stucco fighting cocks convey the qualities of a good fighting cock, which must have a graceful standing posture: standing upright, legs straight, head not bowed, wings raised up, along with the distinctive feature of the southern fighting cock. It is the necklace and tail feathers which are long. Regarding the size of the stucco chicken, typically, folks who come to pray for blessings purchase a tiny chicken to gift, and when their request is granted, they return to present a larger stucco chicken.

The impact of the onion typically determines the size. The largest stucco chicken is currently 11 meters tall and may be found in the area in front of Sala Ai Khai. Furthermore, they believe in the offering of gifts with preferred sacred items, as well as assume that Ai Kai is a ten-year-old boy. The usage of stucco cartoon images of a youngster dressed in a military uniform to make a commitment to Ai Khai is regarded as a shift in the custom of making vows that has evolved with the times.



Fig. 6: The usage of stucco cartoon images of a youngster dressed in a military uniform to make a commitment to Ai Khai

Source: Author, 2021-2023

It is observed that a sculpture of a plaster chicken, which many people have donated as a vow offering, is placed throughout the temple grounds and neighboring areas. Those who visit Wat Chedi will find stucco fighting cocks that vary in size, appearance, and exquisite patterns and colors, making them one of the temple's identities. These stucco chickens also reflect thoughts about the meaning of each fighting cock breed. The local fighting cock breed's pride and the artisans' and novices' ingenuity, including the assumption that the stucco fighting cock is fantastic helps people to be more successful in making wishes.

Human behavior is influenced by these beliefs. It produces ideas, feelings, and inspiration for the creative expression of thoughts, emotions, and feelings. The art of stucco chicken should be preserved through innovation, considering a variety of limitations, such as production costs, manufacturing know-how, and acquiring materials to replace cement since it expresses local culture and serves as a funding source (Ariffin et al., 2023).

Impact of Stucco Chicken on Wat Chedi's Cultural Landscape

The trust that flowed from creating Chedi Temple as a sacred location and a tourism marketing area at the same time has spurred interest in going to make a wish and take a souvenir photo with the statue of Ai Khai. This includes the image of a plaster chicken that many people bring to pay tribute. It is as if it were a validation of the achievement of expressing a wish, it increases faith and produces the landscape that is the identity of the Chedi Temple. In fact, Wat Chedi's cultural environment has quickly changed as a result of the over-abundance of stucco hens.

Since 1957, Chedi Temple has undergone 22 expansions, with the changes being split into three main periods:

Phase 1 (1957–1974) was the past (abandoned temple), when Wat Chedi was used solely as a place for the monks to live.

Phase 2 (1975–1999) was the period of resurrection, during which Wat Chedi was elevated to the status of a temple.

Phase 3 (2000–2022) was the period of development. The era of the Chedi Temple has changed over time due to religious activities and the yearly festival (Issarawattana and Manajit, 2022).

As a result of these rituals, the community's beliefs, religion, and customs, numerous structures have been created to house important relics and conduct religious rites. Similarly, news about Ai Khai's holiness has spread through a number of mediums. Furthermore, Chedi Temple has also become one of the most popular tourist destinations in Nakhon Si Thammarat Province. Indeed, it has become necessary to offer lodging to accommodate the increasing number of visitors.

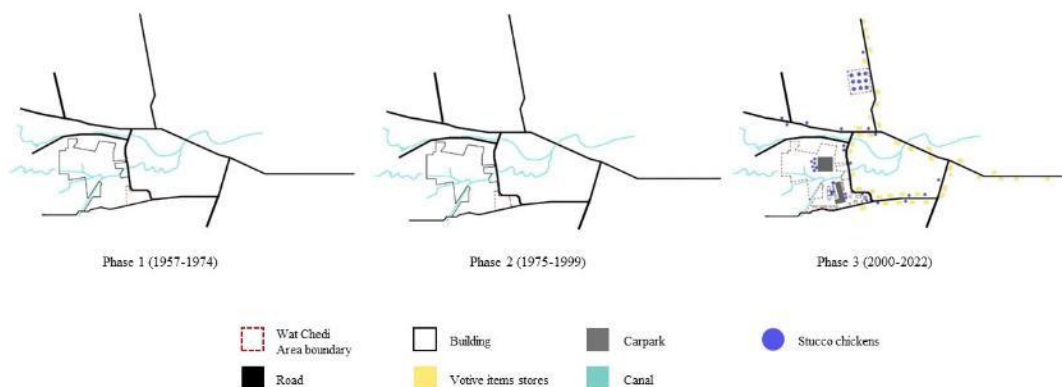


Fig. 7: The changes in the region around Chedi temple over the years

Source: (Issarawattana and Manajit, 2022)

Management of the material chickens: The temple gradually and consistently accepts the stucco chickens that guests bring as an offering. They are then employed as adornment in several places all over the temple. Temples add decorations or create distinct areas, such as the two gigantic, 11-meter-tall chickens that are positioned in front of the space for blessing prayers and serve as landmarks to point the way along the traffic path inside the temple.

The temple has a parking lot. Making vows area when the temple can no longer contain more stucco chickens, they are placed along the entrance road as signs for tourists. As a result, surrounding property totaling more than 20 acres have been now purchased, to move the fighting cock statues. In fact they have become so numerous that they have become a unique landscape in another location so that they might make vows and be placed together.

Wat Chedi plans to turn this land into a cockfighting park in the future: a leisure and tourism facility that, in addition to sheltering stucco chickens, will disseminate information and host cultural activities. However, the increased focus on cultural preservation and participation is critical for the community's long-term viability (Petrevska and Nestoroska, 2023).

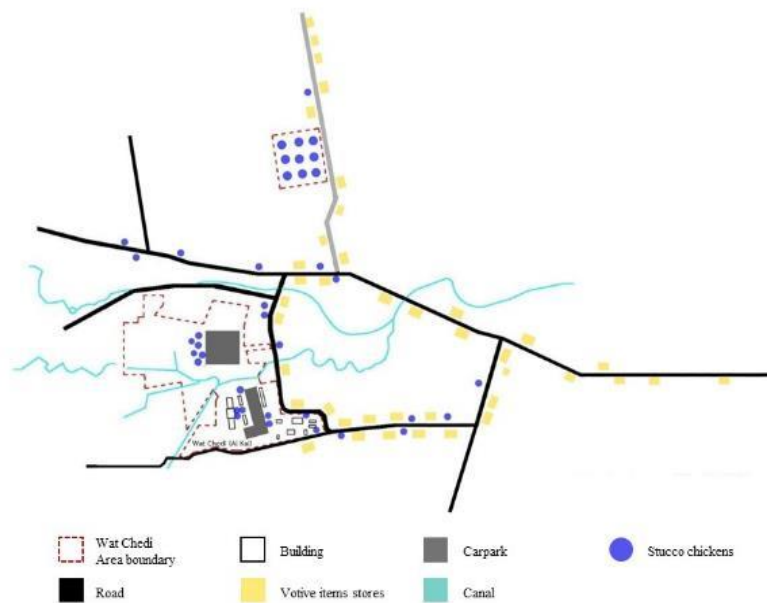


Fig. 8: A Map of the Chedi temple area and surrounding areas
Source: (Issarawattana and Manajit, 2022)



Fig. 9: The placement of stucco chickens in various Chedi temple zones
Source: Author, 2021-2023



Fig. 10: "Chicken Park of Success" area

Source: Author, 2021-2023

The faith and the increasing number of people traveling to the Chedi Temple at the same time are large enough to produce traffic congestion. Therefore, more roads have been created. In fact, at present, there are 5 routes to get to Wat Chedi, namely, the Stone Intersection, the Hua Rad Intersection, the Khao Ka Intersection, the Ton Rieng Intersection, and the Chomphiboon Intersection (Ruengmak and Tipsrinimit, 2021).

In general, people in the community like to place stucco chickens in front of their houses. These are combined with the stucco chickens that Wat Chedi has placed in rows along the roadside for the stucco chickens to guide travelers. This has resulted in a landscape that exudes warmth. One may rely on stucco-fighting cocks to direct one to the Chedi Temple location. There has been a shift in the direction of pushing the large chicken along the exit in the last two years. Instead, businesses selling trinkets line the road leading to Wat Chedi. improving the appearance of the main access road. Thus, there has been a shift in the environment of the Chedi Temple, which is in the process of creating additional parts of the temple to accommodate visitors and the rapid development of street shops.



Fig. 11: The street leading to Wat Chedi was lined with stores

Source: Author, 2021-2023



Fig. 12: Chickens made of stucco regularly placed in front of homes and along roadways

Source: Author, 2021-2023

Conclusions

The legends passed down by locals are the wellspring of beliefs and confidence in Ai Khai and Wat Chedi. The idea is for ones vows to be meaningful. The holiness myth was transmitted in the past by "asking for and paying homage" through word-of-mouth. Because of its dissemination in modern web media, people's propensity to believe in the egg is constantly increasing. Wat Chedi has grown greatly since 1957, with 22 extensions. In addition to being a popular tourist site in Nakhon Si Thammarat Province, the current Chedi Temple also has spiritual significance.

The concept that a 10-year-old boy's soul resides in Ai Khai Wat Chedi means that boys at this age are therefore thought to favor items like candy, nectar, uniforms, and boyish toys. A chicken made of stucco that symbolizes the gamecock, who considers it to be an animal that lays eggs, is also a common item used as a votive offering. The practice of "boning" is making requests of sacred beings for assistance or the fulfillment of wishes, with the understanding that if the ritual is successful, those making the requests will provide something in exchange or keep their promises.

As a result, more people flock to the temple to worship the egg. Thus, the number of stucco chickens grows, filling the space and encroaching the surroundings. The concept is further supported by the numerous pictures of stucco chickens swearing. Faith in following the egg's instructions has grown and has spread much further. Chedi Temple as a well-known tourist site, will have an impact on Wat Chedi's surrounding scenery in the following ways:

- As mention of the reverence for Ai Khai spread, so did the number of people visiting the Chedi Temple, including those who came to make wishes. They come to pay respects to Ai Khai and all travelers, domestic and foreign.
- Numerous structures have been constructed inside the temple as a result of an increase in visitors in order to house the holy items, carry out religious tasks, and aid travelers. To spread out the traffic density, there are now five roads that go to the shrine.
- Wat Chedi and its surroundings have taken on a new cultural environment. The practice of controlling chicken stucco has gathered more and more, bringing enormous birds to line up along the road that leads to the temple to show the way to the temple. The phrase "Visit Wat Chedi Ai Khai and you won't get lost because the chicken will direct the way." Is becoming true.
- Positioning stucco chickens along traffic routes and parking spots within the Wat Chedi area.

The use of stucco chickens to embellish the temple's interior

- Wat Chedi intends to transform the land it purchased nearby into a chicken park area in order to increase community promotion by serving as a local cultural resource and activity area, where a large number of various stucco chickens will be placed until it becomes a destination for tourists.
- The growing demand for vows has resulted in economic growth. As a result, stores selling brand-new votive items have been erected alongside the road going to Wat Chedi.

• Stucco chickens are in abundance. Several shades and sizes represent the artistic expression of the neighborhood. Beliefs conceal the patterns that manifest and pride in the creative and cultural manifestations of the community. The design of the plaster chicken in the image depicts Ai Khai's preferred pet, a fighting cock. Longtime residents of Sichon District are familiar with this fighting cock. Because the area has a long history of cockfighting, it has become well known. There are three major categories of stucco chicken characteristics:

- 1) Stucco chickens that accurately represent the color and stance of fighting cocks of different breeds
- 2) Stucco chicken with a design in accordance with the practice of fortunate items
- 3) Artistic stucco rooster

One example of the creation of a sacred space is Wat Chedi. It is frequently connected with turning into a spiritual tourist attraction. As the community and the age has changed, there are physical and cultural changes as well (Srimuang et al., 2023), demonstrating that Thai culture continues to be influenced by and hold beliefs in sacred powers and rites. Despite the fact that there has been advancement in many domains, information will change with the times. However, the fundamentals of the idea are still the same.

In terms of beliefs, in votive ceremonies involving various things, such as Wat Chedi, more and more stucco chickens are accumulating vows. This has resulted in a significant shift in the cultural landscape of Wat Chedi and its environs. This study shows the arrangement of large objects in votives until it becomes the identity of the area and increases people's feelings of faith in society, creating economic prosperity for the temple and surrounding communities. They are sensitive to the adaptation of the times and the authentic existence of the community.

A study to explain the origins of the various designs of stucco chicken votives at Wat Chedi has found that behind the patterns were wonderful colors and various sizes, which will eventually contribute to the transfer of the gamecock style. Communicate Gamecock community stories and pride, including aesthetics of local art. This is in line with the idea that the votive offering's characteristics frequently reflect the sacred object's past (Chanabawornwat, 2017) Wat Chedi's Stucco Chickens is a fantastic tool for sharing local news and information on gamecocks.

The results of this research study may guide policymakers in development planning and establishing adaptations for the changes occurring at Wat Chedi and its periphery. Additionally, it can serve as an example of exploring the significance of the community story and managing the impact on the landscape of a temple involving the use of offerings. However, due to the rapid cultural landscape changes of Wat Chedi and the evolving preferences of tourists, research needs to be ongoing to continually assess and address these transformations.

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