

Thai Local Wisdom on the Commercial Fighting Cock Farming in Chaiphum Province, Thailand

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ABSTRACT

Raising a gamecock has been regarded as the wisdom of Thai people for a long time, nowadays farming has become a very profitable business for farmers. Chaiphum Province is one of the areas where farmers prefer to breed gamecocks as a community business. Therefore, this research aimed (1) to explore local wisdom in breeding and developing the fighting cock, (2) to analysis and find ways to develop wisdom in Fighting cock Farming as a base to manage the Fighting cock Farming business for farmers and small entrepreneurs, and (3) to present the form of Fighting farming Business Cock (Model farm) that is ready to be an alternative career for farmers. This research was held in Chaiphum Province, Thailand. The data collection tools consisted of structured and unstructured interviews, participatory and non-participatory observations, and group discussion records. Twenty-three respondents consisted of (1) representatives of the Fighting Culture Society Cock, Chaiphum Province 1 person, (2) 5 successful farmers representatives, (3) 5 villagers with knowledge of Fighting cock, and (4) 10 Fighting cock farmers. Data Analysis Using Analytical Description and Triangulation Techniques, then, present descriptive. The research results found that;

1) Local wisdom in cultivating and developing Fighting cock found that selection of parent - the breed is very important, so the parent - breed of Fighting cock popular is the specific characteristics such as the Chicken yellow - whitetail, the chicken Brown - black tail, the Chicken Brown - black tail, Green Chicken-Black Tail, and Chicken green tea - whitetail. Gamecocks farmers believe that the chicken that looks good according to the cookbook is good chicken, intelligent, aptitude, and good fights. Currently, there are people moving chickens from different countries into the Chaiphum Province area, causing Fighting cock farmers to be more interested in the Blood and Genetics of Fighting cock. In addition, good sanitation helps to be successful in fighting cock farming and when disease strikes a fighting cock farmer.

2. The ways to develop wisdom in fighting cock farming found that Using the wisdom of fighting cock farming since, fighting cock breeding, fighting cock breeding selection, Considering the characteristics of the Fighting cock, and Disease and treatment methods. The fighting cock farmer separated the chicks to nurse them in a separate pen, However, the rainy season is when chicks are prone to colds and other diseases, as bacteria and viruses spread so quickly, thus, vaccination is essential. Chicks of different ages have different dietary requirements, so the feeder provides adequate food and water. In addition to keeping the fighting cock healthy, training the fighting cock will also promote the cognitive development of the chicks. The fighting cock with a good fighting style is believed to be due to ancestral genetic. It is therefore important for the fighting cock farmer to continually develop the breed to get a breed that looks good, strong, beautiful colour, beautiful-looking, smart, beautiful shin or kick hard, broken kick, as well as fighting tactics, are superior to other chickens. In addition to the fighting cock farmer, antibiotics are used to prevent and treat the infected chickens, but herbs are also used in the treatment, which can be used both alone and in combination with other herbs.

3)the fighting cock farm masters were Phatra Fighting cock Farm and Petchphaya Lae Fighting cock Farm, settle at Mueang District, Chaiphum Province. There must have a farm location as well as a suitable construction and housing design, a system to destroy pathogens before entering and leaving the farm, greenhouse-environmental management and waste management that is sanitary, a house used for raising animals with characteristics and sizes suitable for the number of animals, proper hygienic handling of animal feed, a farm management manual and a data recording system, an animal health management, a program of vaccination and drug therapy when disease occurs, and management of personnel, veterinarians, veterinarians, and herders, which must be sufficient and suitable for the number of animals.

The conclusion was the Thai local wisdom in culture and development cock for commercial purposes has three benefits: 1) Farmers can manage their farms to be efficient and effective. 2) Developing chicken breeds using local wisdom as a base for the benefit of the community, and 3) building a strong foundation of the community economy.

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Introduction

It has been a long time since humans raised wildfowl as domestic chickens, evidenced in the present day in Greece and Italy, as the beliefs about chickens were used by the Romans to use them in sacrifices. The Greeks sculpted a rooster on the head of the statue of the god of wisdom, a symbol of war. Greek writer Herodotus also spoke of the belief about the rooster during the 3rd century that the crowing of the rooster was because the chicken was closely related to the sun. Hence, the Greeks believed that the rooster was a sacred animal of the sun god and was associated with the god of healing and healing. As for the American legend, if the rooster crows at the front door, there will be visitors, if the chickens go out to crow while it's raining, it will make the rain stop, if the rooster crows and faces the house, in the front door or on the railing, or in the house, this is a sign of death. And in Mexico, a rooster was used for worshipping the sun, the Persians say that the rooster crowing in the morning encourages humans to rise to pray and to ward off demons (Pon Nil-Peung. 1998: 2-3). However, because the meat and eggs of chickens are delicious and highly nutritious, raising chickens has become very popular, but what has helped to prevalent chicken farming in the past is Cockfighting, which is both a sports game and a gambling game. Fighting cock has a long history from Alexander the Great around 356 to 323 BC, The Greek emperor waged to expand his kingdom into India, when the army commander saw a cockfight in India, cock to breed at Alexandria, which is on the Mediterranean coast. The breeding chickens were later introduced and trained with a Roman combat strategy to fight in the Coliseum. Later, the British ruled India brought the fighting cock from India to Britain, and received a battle in the Coliseum. Accept that fighting sports cock is a sports game that should be popular with noble people as well as horse racing and fencing.

Sports of Fighting cock is very popular in Asian countries such as Thailand, Myanmar, Laos, Khmer, Malaysia, the Philippines, and Indonesia. Chicken fighting in Asia has a long history and has been developed continuously since Thailand is close to India, allowing Thailand to gain

traditions, cultures, and religious beliefs, as well as various liberal arts, come from India, so It may be possible that Thailand has brought Fighting cock from India to cultivate, which has appeared in the Sukhothai period that King Ramkhamhaeng the Great is a favorite the Black-Tailed Pradauk fighting cock as Samae Dam species named “Kì phxkhun (Chicken King)”. Later in the Ayutthaya period, King Naresuan the Great brought "the Chicken yellow - white tail" from Ban Krang, Phitsanulok city to be the winner from the fight with Phra Maha Uparaja's chicken in Hongsawadee and popularly called “Kì cêā lēfyng (Chickens raised by the nobles)”, As a result, wildfowl catching, cockfighting, and chicken training appear in Thai literature and are relevant to the Thai way of life (Wirat Sadmit.1995: 1).

Chaiyaphum Province is one of the provinces that has many agricultural fighting cock farming which if this wisdom is encouraged and developed into a fighting cock business, it will improve the local economy, reduce expenses and increase income, creating a career in the community. Therefore, the researcher is interested in studying Thai local wisdom in culture and development of Fighting cock for commerce to find methods of extending local wisdom in culture and development of Fighting cock until obtaining appropriate guidelines for the benefit of the business Fighting cock Farming for farmers, in order to design the business fighting cock farm model that is ready to be an alternative career for farmers in Chaiyaphum and nearby provinces which will lead the local wisdom to cultivate and develop the fighting cock has been passed on and developed to be innovative for successful commercial business management. In addition, there were found a successful commercial fighting cock farm model that is ready to be an alternative career for farmers continually.

However, the pilot study, found that the villagers lacked the improvement of fighting cock species by itself continuously, lack of good selection of breeders, it is popular to use natural breeding of their own chickens, often allowing the hens to incubate and raise their offspring naturally, resulting in the hens ceasing to lay eggs, delaying the laying of the next batch, the chicks have a higher mortality rate due to inclement weather, insufficient natural food, and poor food resistance. The villagers lack good prevention and

care for the disease, including a lack of maintenance and cleaning of the coop and utensils. And Fighting cock farmer often does not contact the veterinarian. From the above problem, the Fighting cock price has not increased from before, which is consistent with the study of Anek Wareerak (2002: 45-60) found that the success factor was healthy chicken breeds, withstands the environment, farming rates have a high chance of survival, marketing planning is planned in advance of production, and clearly planned to use the money. It also corresponds to Supachai Wonganan (2002: 123-130) found that the most common problems and obstacles in fighting cock farming were the raising of young chickens and chicken plague. However, to receive the Fighting cock Farming promotion, thus, most farmers are trained by the district livestock department, where the training content includes disease and prevention, food and feeding, breed and breeding, cockfighting rules, and related laws of cockfighting. And Arwut Wannachat (1979: 45) found that chick production management, in addition to the need for a large amount of capital, the manufacturer will need to have the knowledge, expertise in this field quite well, there is plenty of time left for feeding, collecting, picking eggs, hatching, and more.

Therefore, promoting the fighting cock farming using local problems combined with modern technology will surely lead to new commercial management innovation, in line with Tatsanee Thongchai's concept (1999: 23) said that the local wisdom has been established in the past and is about organizing relationships between people and people, people and nature, and people with supernatural things, transmitted through traditional processes, lifestyles, livelihoods, and rituals that causing peace in the community, village or in the privacy of the villagers. If local people have already taken part in managing their community, will make the people of that community aware of their needs and make them understand themselves, and to instill awareness in the value of local wisdom in terms of economy, culture, traditions, or the wisdom of the community in reducing dependence from outside society.

Research objectives

This research aimed to (1) survey the local wisdom in fighting cock farming and development, (2) to analyze the guideline for developing wisdom in fighting cock farming as a base for managing the fighting cock farming business, and (3) to present the business fighting cock farm models that are ready to be a career option for farmers, this research was held in Chaiyaphum Province, Thailand.

Research methodology

Research on Thai local wisdom in culture and development of the fighting cock for commercial use of farmers in Chaiyaphum Province was performed as follows:

1. The sample was 12 persons consist of the fighting cock breeder association representative, the farmer representative, the folk master of fighting cock farming, the successful farmer representatives, the folk philosopher with knowledge of fighting cock, the fighting cock farmer; they were living at Mueng district, Chaiyaphum province with purposive

2. The contents: consist of

2.1 the Thai local wisdom of the commercial fighting cock farming were (1) breeding, (2) species selection, (3) species characteristics consideration, and (4) disease and treatment methods.

2.2 Aquaculture and commercial development were (1) breeding, (2) species selection, (3) species characteristics consideration, and (4) disease and treatment methods.

3. The instruments were the structured interview, the non-structured interview, the participant observation, the non-participant observation, and focus group discussion; these were audit by triangulation and analytical description.

Results

The finding found that

1. Wisdom of the Commercial Fighting Cock Farming;

The species of fighting cock that popular cultured in Chaiyaphum Province include the yellow - white tail, the brown - black tail, the brown - black tail, the green-Black tail, the green tea - white tail, the copper- black tail, the red bird pattern, the pressed bird pattern, the white tail

pattern, the Benjarong, and cheese chicken. The fighting cock farmer has selected breeders that are colorful, correct by species, pure blood, good structure, that was the big one, 2 pieces long, proportioned shape, tall and airy shape, large bones, the appearance and the physical components are perfect, beautiful, including good fighting tactics. As for the hens, the hens are selected for different bloodlines from the male, with their pure, pure and well-structured lines, colors and tactics similar to their parent. The fighting cock popular cultured as the rooster breed was the yellow - white tail, the brown - black tail, the green-black tail, and the green tea - white tail. So, the fighting cock farmer believes that a chicken that looks good, according to the textbook, which is good, smart, witty and good-looking chicken can be seen from its shape, stance, torso, mouth, crest, face, head, throat, wing, tail, leather texture, thigh, spikes, shins and scales, finger and fur characteristics. Therefore, nowadays, there is a leading alien and different breed of chickens entering the Chaiphum Province area, making the fighting cock farmers more interested in blood and genetics. However, the major diseases in Fighting cock Farming are Newcastle disease, Bronchitis, Dysentery, Cholera, Smallpox, and various parasitic diseases. The good sanitation allows Fighting cock Farming to be successful by cleaning the coop and its vessels, create a well-ventilated chicken coop, eliminate dirty water sources around the area, feed the chickens of good quality, have clean water for chickens to eat all the time, chicken carcass removal by burning or burying, don't buy fresh chicken from markets or other villages to cook, and when an epidemic occurs Fighting cock farmer has contacted veterinarians promptly.

2. A suitable approach using wisdom to manage a business of fighting cock farming found When the hens have to feed the chicks, the hens will stop feeding the eggs completely, delaying the laying of the next batch, However, the chick's mortality was higher due to inclement weather causing the chicks to fail to adapt, the inadequate natural food means the chicks are not fully fed, causing them to weaken their immune system, resulting in easy death of the chicks. Therefore, the fighting cock farmer has a solution by separating the chicks from the hens and nurses

them in the pen, which will incubate the chicks. In addition, in the rainy season when chicks are prone to colds and other diseases as bacteria and viruses spread so quickly, vaccination is essential. Chicks of different ages have different dietary requirements, the breeders must provide adequate food and water, and clean the chicken coop or house regularly. Training the chicken to exercise is the muscle, bone and joint exercise that makes the chicken's muscles firm and strong, ready for every movement and fighting style. Training chickens can be exercised from a young age to lay the foundation for the chicks, which in addition to keeping the chickens healthy, also encourages the cognitive development of the chicks as well. Besides the selection of fighting species cock from the color, the fighting cock farmer also select by chicken tactics, each of which has different abilities and collisions according to the breed characteristics. The fighting cock with good fighting is believed to be inherited from ancestors. It is important to Fighting cock farmer to continually develop species. The chickens that are beautiful or strong, hardy, beautiful or generous, beautiful or intelligent, shin, hurt, hit, break, strike, and graceful or superior tactics than other chickens. The fighting cock farmer is a beautiful chicken according to the textbook Fighting cock is called "Xudm thaṣṇīy" In addition to the fighting cock farmer, antibiotics are used to prevent and treat the infected chickens, herbal remedies are also used in the treatment, which are available both alone and in combination with other herbs.

3. Successful Fighting Cock Farming business models include: The pattara fighting cock farm by Mr. Pisuth Pattarakdee, 52 of age as the executive, he starts from interesting in the fighting cock since young one, then he kept accumulating knowledge until he saw a business avenue and therefore seriously created a fighting cock farm in 2002, and Farm management has applied knowledge or local wisdom until now. Sales amounts of chicks, adolescent chickens, fighting ready chickens, breeder chickens and Phat Farm's parent chickens are at ฿ 50,000-100,000 / month. Now a day, Pattara fighting cock farm located at house number 169/2, Nai Mueang Subdistrict, Mueang Chaiphum District, Chaiphum Province. And Phetpayalae fighting cock farm by Mr. Suthipol Bua-ngarm, 36 of age as the executive, he starts from Raising local

chickens for consumption, and if any chickens have a good fighting style, they will often bump into the neighbors' chickens until they are victorious. Until someone asked to buy chickens, they started to actively cultivate the Fighting cock until now, running for more than 9 years. And total sales the fighting cock will be at 50,000 - 70,000 baht / month, at present, Phetphayalae fighting cock farm is located at House No. 39/1 Moo 2, Ban Nong Chim, Bung Khla Subdistrict, Muang District, Chaiyaphum Province.

Discussion

1. Wisdom of the Commercial Fighting cock Farming found that were; (1) the selection of species according to breed pure blood, this is due to the inbreeding by the blood-close inbreeding method. The fighting cock farmer, at the present, there was the crossbreeding in order to get the fighting cock which distinctive features of each species appear in the offspring that the science is taken into account, it can be seen that this wisdom is true according to Mendel's genetics, saying that the genes from parents can be passed on to control the genetic traits of their offspring, In line with the concept of Ngam-pit Satsanguan (1996 : 34-35) said that the theory of functionalism focuses on the persistence or system of stability of the social system, as well as the unchanged social obligations and stability, as an important image in the analysis of human behavior. The different parts of the cultures of a social group must be studied, looking at what parts of the culture do to stabilize the group, especially the less complex society. It is in line with research by Anek Wareerak (2002: 45-60) found that the chicken breed was a key factor in their success, if the breeder gets the breed of chicken that meets the market demand, be healthy, withstands the environment, survival rate is high, have a plan for the quality and quantity of produce to come out to the market, so the production according to the market needs will be successful. In line with the concept of Ekavidyā Na Thalang (1993: 81-82) concluded that the advancement of science and technology made human life in society more comfortable in terms of communication systems, travel, perception of news, contact with each other, including making life happy, which these things happen under the capitalist economy, also

known as consumerism, which is something that people in society cannot deny the comfort happened. Hence, the advancement in technology has prompted a need for chicken breeds that can adapt to dynamically changing contexts. It is also consistent with the concept of Wattana Sugunnasil (2001 : 3) said that under the current development context, whether it is economic, social and cultural changes, are changes affecting the way of life of the rural people. Improvement of production systems, the use of new technologies and inputs, having a convenient transportation system and changing consumption patterns, whether it be the use of objects, awareness of entertainment news, using various services, recognition of thoughts, new values and beliefs, as well as modifications to a modern and more universal lifestyle. Therefore, gamecock farmers have adapted the methods of breeding gamecock by integrating local wisdom and new technology perfectly.

In addition to Fighting cock farmers are selected based on chicken color, fighting tactics, abilities and collisions that differ depending on the breed. The fighting cock farmer must also know the fighting style of his or her rooster and his opponent so that their fighting cock has an advantage and a greater chance of victory. They also believe that a chicken that looks right in the text is a smart chicken, as George Herbert Mead puts it in the theory of symbolic sharing, when inevitably creative people will lead to new acts of action over time, and when they analyze their actions, they will characterize social and cultural change which shows that the fighting cock farmer must constantly obtain knowledge from various sources of knowledge and experience in order to develop their chicken breeds. And the fighting cock farming relies on both the science and the arts, in harmony and blended to achieve the fighting cock with the desired characteristics. Therefore, learning that requires observation, recognition and practice is the wisdom of the fighting cock farming, and it can be widely disseminated to make use of that wisdom. Tatsanee Thongchai (1999: 16-23) Said that local wisdom is knowledge and abilities that arise from accumulation, learning from past fathers and passing those knowledges through to their children up to the present in ways that connect those knowledges in economy, career, culture,

way Life was harmonious and valuable in the lives of those people. In line with the concept of Ekavidyā Na Thalang (1993: 1-12) Said that Thai wisdom is the result of accumulated experiences of people who learn from interactions with the environment, interactions of the same people and between multi-ethnic communities, as well as the worldview towards the supernatural, these wisdoms used to facilitate the Thai people to solve problems and exist, the good sanitation will help them succeed in the fighting cock farming. It shows that the fighting cock farmer must have a good knowledge of chicken culture. It is in line with the research of Arwut Wannachai (1979: 45) found that to manage the production of chicks, the producers needed to have relatively good knowledge of the aquaculture technology, enough time to maintain and manage them. It is also consistent with research by Anek Wareerak (2002: 45-60) It was found that if the breeder was able to breed chickens that match the market needs, it was an important factor for their success. Research by Supachai Wonganan (2002: 123-130) It was found that the most common obstacles to the fighting cock farming were young chickens and chicken disease.

2. the fighting cock farmer has a solution by separating the chicks from the hens to the nursery in the pen to act as the hen instead, as well as to take care of the health of the chickens due to the dangers of changing air and various diseases, Therefore, it can be seen that seasonal changes affect the health of the fighting cock. Rogers (1968 : 81) In summary, the theory of acceptance of new things represents the acceptance of new things, a symbol of social and cultural change, is the consideration of the characteristics or personality of individuals or groups in the community that led to the change both society and culture, and it showed that the fighting cock farmer must have quite good farming knowledge, which is consistent with the research of Arwut Wannachai (1979 : 45) found that to manage the production of chicks, the producers needed to have knowledge, expertise in rearing, time for care, feeding and exercise.

3. Application of local Thai wisdom in culture and development of the fighting cock for commercial purpose. The fighting cock farmer must be intense in selecting the species of the

fighting cock and the fighting tactic of the chicken parents. The Fighting cock each has different fighting abilities and tactics based on their characteristics. Therefore, the fighting cock farmer must also know the fighting style of his own chickens and his opponent, in order to gain an advantage and a greater chance of victory. The fighting cock farmers are believed to be inherited from their parents and great-grandparents or the genes that express their ancestors, but they must not be stationary or satisfied with the chicken tactic they have. In addition, the fighting cock farmer has used antibiotics to prevent and treat the infected chickens, and herbs have also been used for the treatment. Herbs were already present in ancient times as Thai ancestors brought the fighting cock to fight. Until it became a sport for a long time. Therefore, when the fighting cock becomes ill, it is necessary to bring herbs for treatment. It showed that the fighting cock farmer accepted the herb as a folk wisdom. Tatsanee Thongchai (1999: 16-23) Said that local wisdom is knowledge and abilities that arise from the accumulation of learning from past ancestors and passing them through to their offspring until the present day and have great value in their lives. Somsak Srisontisuk (2001: 66-69) said that the diffusion occurs in many ways, either from migrants and taking with old cultures, or by the upbringing of ancestors that have been passed down through the generations. Generations and have adopted each other. However, the spread created the same traditions and cultures in people who lived in different places.

4. The form of fighting cock farm business that is ready to be an alternative career for farmers must have a farm location as well as appropriate construction and housing design, there is a hygienic management of the system and the readiness of management which is consistent with the research of Anek Wareerak (2002 : 45-60) It was found that 1) the operation of the fighting cock farmer group of hybrid indigenous varieties has four main operations, starting from planning such as production plan, marketing plan and working capital plan. The organization of a single-person or family-run business, family labor, division of work periods and the division of duties in the family, directed by the babysitter will influence and motivate family members to do their best work. Communication through discussion

and discussion and control in four areas: quantity of production, quality, time and cost. 2) The success of the aquaculture business of Hybrid native breeds, there are 3 reasons: (1) Production with the success factor is the cock breed, the breeders must have chicken breeds that meet market requirements, are healthy, environment-resistant, high survival rate, good conversion efficiency, fast growing, lean and lean meat. (2) Quality meets market demand, both quality and quantity, by conducting planning on the quality and quantity of produce that will come to the market for each period of time, what size chicken is needed, what age, how much, and how much is the production made according to the market demand. And (3) the procurement of raw materials in the production by the farmers are grouped together in the purchasing of raw materials for the production thus giving the negotiating power to get a lower price than the general ones, where the raw materials purchased together include chicks, food, vaccines, gas, secondary rice husk makes it possible to reduce production costs.

Suggestions

Thai local wisdom in culture and development cock for commercial purposes has three benefits: 1) Farmers can manage their farms to be efficient and effective. 2) Developing chicken breeds using local wisdom as a base for the benefit of the community, and 3) building a strong foundation of community economy.

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