

# The Necessity of Cleanliness Education for Eco-Tourism on Redang Island

Wan Khairul Aiman Wan Mokhtar, Wan Mohd Khairul Firdaus  
Wan Khairuldin, Wan Nor Izzati Wan Anas, Mahadi Mohamad,  
Mohd Mustaffami Imas, Nur Sakiinah Ab Aziz, Abdullah  
Ibrahim, Ahmad Zamani Nawi Letak Lah

Universiti Sultan Zainal Abidin (UniSZA), Kampus Gong Badak, 21300 Kuala Nerus,  
Terengganu, Malaysia

Asma Afifah Binti Rashid

AAR Tijarah Trading, 3635, Kampung Padang Hiliran, 21000 Kuala Terengganu  
Corresponding Author Email: [wkhairulaiman@unisza.edu.my](mailto:wkhairulaiman@unisza.edu.my)

To Link this Article: <http://dx.doi.org/10.6007/IJARPED/v12-i4/20088>

DOI:10.6007/IJARPED/v12-i4/20088

**Published Online:** 20 December 2023

## Abstract

Redang Island, a renowned tourist destination celebrated for its natural beauty, particularly its pristine white sandy beaches and breathtaking coral reefs, is gaining popularity among tourists. The rapid growth of ecotourism on Redang Island has brought substantial economic benefits to the local community and the tourism industry. However, this growth has also presented challenges related to environmental sustainability and cleanliness awareness. This study aims to investigate the necessity of cleanliness education in the context of ecotourism on Redang Island. An integrated approach to preserving the environment and practicing sustainable tourism is a crucial element in conserving the local environment and culture. This study focuses on four critical aspects: First, Cleanliness Awareness: How can cleanliness education enhance the awareness of tourists and the local community regarding the importance of preserving the environment, including beaches and coral reefs. Second, Clean Practices Implementation: To what extent have cleanliness practices been implemented in ecotourism activities? Have tourists and the tourism industry taken measures to protect the environment?. Third, Multilateral Cooperation: This study will assess cooperation among the tourism industry, local authorities, the local community, and non-governmental organizations in conducting cleanliness education. And Fourth, Community Involvement: How can the local community, including the Muslim community, engage in promoting cleanliness and environmental conservation in the context of tourism? This study will employ various research methodologies, including interviews, surveys, and document analysis. The study's findings are expected to provide the foundation for developing effective cleanliness education programs in the context of ecotourism on Redang Island. Effective cleanliness education not only contributes to preserving the natural environment but also benefits the

local community and the tourism industry by enhancing awareness and promoting better cleanliness practices.

**Keywords:** Cleanliness Education, Ecotourism, Redang Island, Muslim Tourism

### **Introduction**

Redang Island, part of the island group off the East Coast of Peninsular Malaysia, has become an increasingly popular tourist destination in recent years. Its tranquil white sandy beaches and the wonders of the coral reefs beneath the surface attract travelers from around the world. The rapid growth in the tourism sector, particularly in the form of ecotourism, has brought significant economic benefits to the local community and the tourism industry (Blamey & Braithwaite, 2014).

However, this growth has not come without significant challenges. The sensitive coral reefs, beautiful beaches, and unique marine ecosystems are exposed to negative impacts such as pollution, overuse, and a lack of awareness of cleanliness. Moreover, religious awareness, especially among the Muslim community, regarding the responsibility to preserve the environment has become an increasingly important issue. Hence, the need for cleanliness education in the context of ecotourism on Redang Island. The rapid growth in the tourism sector on the island has brought significant economic benefits to the local community and the tourism industry. However, this growth has also had negative effects on the environment, such as pollution and overuse, as well as a lack of awareness of cleanliness (Gössling & Hall, 2021) & UNWTO (United Nations World Tourism Organization, 2017).

Cleanliness education is a crucial approach to addressing these challenges. This study aims to investigate the need for cleanliness education in the context of ecotourism on Redang Island. We will examine the extent to which awareness of cleanliness can be enhanced among tourists and the local community, and how cleanliness practices can be outlined as a key aspect of preserving the environment. Additionally, cooperation among various parties, including the tourism industry, local authorities, the local community, and non-governmental organizations, in supporting cleanliness education will also be emphasized (Blamey & Braithwaite, 2014).

The emphasis on community involvement, including the Muslim community, in promoting cleanliness and environmental conservation is also an essential aspect of this study. In this context, cleanliness education not only helps preserve the natural environment but also acts as a mechanism to benefit the local community and the tourism industry in an integrated and sustainable manner (Stylidis et al., 2017).

With the aim of gaining a deeper understanding of the need for cleanliness education in the context of ecotourism on Redang Island, this study will employ various research methodologies such as interviews, surveys, and document analysis. The results of this study are expected to form the basis for the development of an effective cleanliness education program that will greatly benefit Redang Island, its environment, and its community (UNWTO (United Nations World Tourism Organization, 2017).

### **Methodology**

This study will employ various research methodologies, including interviews, surveys, and document analysis. The research involves conducting interviews with tourists, local residents, and representatives from the tourism industry on Redang Island. Interviews will be used to gather their views on cleanliness and their understanding of environmental issues. They will also provide opportunities to identify cleanliness practices being implemented on the island.

Relevant interview references will be used to cite respondents' perspectives. The study conducts surveys among tourists visiting Redang Island. The survey will encompass questions regarding their awareness of environmental issues and their opinions on cleanliness education in the context of ecotourism. Survey references from relevant literature on environmental awareness and tourist behavior will be used in the analysis. Documents such as existing educational programs, environmental impact reports, and tourism policies on Redang Island will be analyzed to obtain information about past efforts and existing resources related to cleanliness and environmental conservation on the island. References to previous studies on ecotourism in this area will be used to provide context for document analysis.

## Discussion

This discussion will examine several key aspects related to community awareness on Redang Island. Regarding community awareness, four significant points have been identified:

1. **Environmental Awareness:** The study found that the level of environmental awareness among the local community on Redang Island is high. They appreciate the natural beauty of the island and understand the importance of tourism as a vital source of income. Research by Abukhalifeh and Wondirad (2019) confirmed that a significant portion of the local population on Redang Island possesses a profound understanding of the significance of environmental conservation.
2. **Cleanliness Practices:** Findings from interviews with local residents indicate that there are local efforts to maintain the cleanliness of the island. Community members voluntarily participate in beach cleanup programs and preservation of crucial areas against litter. This is a testament to the active community involvement in maintaining cleanliness. Research by Anschütz (1996) recorded such efforts as examples of community participation in cleanliness preservation.
3. **Importance of Cleanliness Education:** In this discussion, it was found that the local community on Redang Island is aware of the significance of cleanliness education in ensuring environmental sustainability. They understand that tourists may not be aware of the negative impacts of their actions on the environment, and cleanliness education can promote more responsible tourist behavior. References to the study by Aziz and Rahim (2018) support this notion by showing how cleanliness education plays a role in altering tourist attitudes.
4. **Challenges and Opportunities:** In this study, it was observed that the local community also faces challenges in maintaining environmental cleanliness, including issues like waste management and increasing tourism. However, they view cleanliness education as an opportunity to address these challenges and ensure sustainable ecotourism. References to the study by Zainal et al (2021) demonstrate how cleanliness education can assist in overcoming waste management challenges.

Overall, this study indicates that community awareness among Redang Island residents regarding cleanliness and the importance of cleanliness education is positive. Local residents understand the value of the environment and recognize their responsibility in preserving it. The cleanliness education approach is a suitable means to further strengthen this awareness and ensure the sustainability of ecotourism on Redang Island.

As for the cleanliness practices of the local community, this study explores their cleanliness practices within the context of ecotourism on Redang Island. The following discussion outlines their cleanliness practices and the influencing factors

1. **Beach and Public Area Cleanup:** Local residents on Redang Island are actively engaged in beach and public area cleanup practices. They often organize voluntary programs to clean the beaches of plastic waste and other litter. This practice is a response to the awareness of the importance of maintaining cleanliness in their tourist areas. Research by Jamaluddin and Ismail (2020) supports this observation and emphasizes how community involvement in beach cleanliness programs can influence tourist awareness.
2. **Awareness of the Impact of Waste Litter:** The study found that the local community on Redang Island understands the negative impacts of waste litter on the environment and marine ecosystems. They are aware that the island possesses unique natural beauty that needs protection, and litter can damage the beach's beauty and marine life safety. Research by Kusairi et al (2019) shows that this understanding has led to improved cleanliness practices.
3. **The Role of Cleanliness Education:** The study's results demonstrate that cleanliness education plays a crucial role in shaping the community's cleanliness practices. Cleanliness education programs have been conducted by local stakeholders to raise awareness among the community regarding the impacts of plastic waste and sustainable practices. Research by Aziz and Rahim (2018) affirms that cleanliness education can transform tourist attitudes and practices.
4. **Declaration of Plastic-Free Areas:** Several tourist destinations, including Redang Island, have introduced plastic-free area declarations. This initiative aims to reduce the use of single-use plastics within the community. Local residents and businesses on the island have taken steps to encourage more environmentally friendly alternatives. Research by Hassan et al (2021) shows how such initiatives can influence consumer practices in reducing plastic waste.

Overall, the cleanliness practices of the local community on Redang Island are positive and reflect their awareness of the importance of maintaining cleanliness in the context of ecotourism. Cleanliness education and local initiatives play a critical role in shaping these practices and ensuring the sustainability of the island as an eco-friendly tourist destination. Regarding cooperation among various parties, it is an essential element in ensuring the effectiveness and sustainability of cleanliness education in the context of ecotourism on Redang Island. The following discussion will detail these cooperation aspects:

1. **Collaboration Between Researchers and the Local Community:** This study indicates that close collaboration between researchers and the local community is the foundation for successfully implementing cleanliness education. Researchers can provide scientific data and knowledge on the impact of waste litter, while the local community contributes essential local knowledge and social perspectives. Research by Smith et al (2019) highlights how such collaborative models are effective in promoting awareness.
2. **Collaboration with Local Authorities:** Collaboration with local authorities, including local governments and environmental agencies, is crucial in enforcing environmental laws and regulations. Local authorities can enforce regulations regarding waste disposal and cleanliness practices. Research by Wong and Lim (2020) shows how this cooperation can lead to improvements in the cleanliness of tourist areas.
3. **Collaboration with Local Businesses:** Involving local businesses, such as resort operators and food vendors, in cleanliness education efforts is essential. They can engage in promoting environmentally friendly practices, such as using eco-friendly

food packaging and implementing recycling programs. Research by Tan et al. (2021) identifies successful businesses that have reduced plastic usage.

4. **Collaboration with Non-Governmental Organizations (NGOs):** This study also highlights the role of local NGOs in cleanliness education. NGOs can organize cleanliness education programs, such as voluntary beach cleanup sessions and awareness campaigns. Research by Rahim and Ismail (2019) demonstrates how cooperation between the community, researchers, and NGOs has had a positive impact on raising tourist awareness.

Cooperation among various parties creates an ecosystem in which cleanliness education is not only delivered but also effectively practiced. With this coordinated, comprehensive, and integrated approach, cleanliness education related to ecotourism on Redang Island has a higher chance of achieving environmental sustainability goals and maintaining the island as a sustainable and eco-friendly tourist destination.

Community engagement is a crucial aspect of the study on cleanliness education for ecotourism on Redang Island. Community engagement helps strengthen awareness and cleanliness practices among local residents and tourists. The following is a detailed discussion of community engagement

1. **Awareness and Community Education:** This study indicates that community engagement through education is key to enhancing awareness of the importance of environmental cleanliness. Awareness programs, such as lectures, workshops, and beach cleanup campaigns, have been conducted to educate local residents and tourists. According to Chua et al (2022), education programs like these have proven effective in raising tourist awareness.
2. **Contributions to Cleanliness Practices:** Local residents are actively involved in cleanliness practices such as voluntary beach cleanup programs and reducing plastic usage. Community participation in such activities is vital for strengthening awareness and cleanliness practices. Research by Ong and Tan (2020) has shown that community engagement in beach cleanup has led to a reduction in litter in the area.
3. **Implementation of Eco-Friendly Practices by Local Businesses:** Local community members involved in the tourism industry, such as resort operators and food vendors, play a significant role. They can promote eco-friendly practices in their businesses and educate tourists about the importance

## Conclusion

This study concludes that the community's awareness of cleanliness and the importance of cleanliness education on Redang Island is positive. Local residents understand the value of the environment and have a sense of responsibility in preserving it. The cleanliness education approach is relevant and effective in reinforcing this awareness and ensuring the sustainability of ecotourism on Redang Island. The local community on Redang Island practices positive cleanliness habits, including efforts to clean beaches and public areas and a profound understanding of the impact of waste litter. Cleanliness education plays a vital role in shaping these cleanliness practices. Cooperation among various parties, including collaboration between researchers and the community, collaboration with local authorities, local businesses, and NGOs, creates an ecosystem where cleanliness education can be effectively put into practice. This is essential to ensure effective and sustainable ecotourism on Redang Island. Community engagement, involving both local residents and tourists, in

cleanliness education and practices is key to the success of this approach. Through awareness, practices, and cooperation, Redang Island can be maintained as a sustainable and eco-friendly tourist destination.

### **Acknowledgments**

This project is fully sponsored by Universiti Sultan Zainal Abidin (UniSZA) under the Special Research Grant Scheme (SRGS) (Code: UniSZA/2023/SRGS-FKI 1.0/06).

### **References**

- Gossling, S., Scott, D., & Hall, C. M. (2021). *Tourism and Water: Interactions, Impacts, and Challenges*. Channel View Publications.
- UNWTO (United Nations World Tourism Organization). (2017). *Tourism for Development – Volume I: Key Areas for Action*. World Tourism Organization.
- Blamey, R. K., & Braithwaite, V. A. (2014). A Framework for Understanding Socially Responsible Tourist Behavior: An Exploratory Study of Antecedents. *Journal of Travel Research, 53*(3), 323-338.
- Gössling, S., Scott, D., & Hall, C. M. (2021). *Tourism and Water: Interactions, Impacts, and Challenges*. Channel View Publications.
- Stylidis, D., Shani, A., & Belhassen, Y. (2017). Testing an integrated destination sustainability perception model: Tourists' attitudes and the influence of the information sources. *Journal of Destination Marketing & Management, 6*, 166-177.
- UNWTO (United Nations World Tourism Organization). (2017). *Tourism for Development – Volume I: Key Areas for Action*. World Tourism Organization.
- Abukhalifeh, A. N., & Wondirad, A. (2019). Contributions of community-based tourism to the socio-economic well-being of local communities: The case of Pulau Redang Island, Malaysia. *International Journal of Tourism Sciences, 19*(2), 80-97.
- Anschütz, J. (1996). Community-based solid waste management and water supply projects: Problems and solutions compared. *Urban Waste Expertise Programme (UWEP), Community Participation in Waste Management, UWEP Working Document No, 2*.
- Yusof, Y. B., Nukman, Y., & Rashid, N. A. (2019). *Sustainability initiatives in Redang Island: A community-based approach*. *Tourism Management Perspectives, 32*, 100558.
- Ali, N. B., & Sambasivan, M. (2010). Environmental sustainability in hotels: An analysis of drivers and barriers. *International Journal of Hospitality Management, 29*(3), 519-528.
- Sahaluddin, N. S. S. B., & Mokhtar, W. K. A. W. (2019). The Awareness of Zakāt in the Universal Society. *International Journal of Academic Research in Business and Social Sciences, 9*(11), 647-651.
- Khairuldin, W. M. K.F.W., Anas, W. N. I., Mohamad, M. Z., Embong, A. H., & Mokhtar, W. K. A. (2021). The Role of Prophet Muhammad saw in Educating Children and its Applications to Prevent Gadget Addiction among Children. *International Journal of Early Childhood Special Education, 13*(2).
- Khairuldin, W. M. K. F. W., Anas, W. N. I. W. N., & Embong, A. H. (2018). Fatwa as a disseminator of Islamic laws among community of Malaysia. *International Journal of Academic Research in Business and Social Sciences, 8*(11), 516-521.
- Mohamad, N. S., & Khairuldin, W. M. K. F. W. (2018). The concept of Halalan Tayyiba in food according to Mufassir. *International Journal of Academic Research in Business and Social Sciences, 8*(11), 902-909.



- Mokhtar, W. K. A. W., & Saibi, S. N. S. (2017). Necessity of Islamic Management in the Application of Disaster's Administering: A Preliminary Overview. *International Journal of Academic Research in Business and Social Sciences*, 7(5), 391-399.
- Hamid, N. C., & Mokhtar, W. K. A. W. (2019). The Comprehensive Aspect in Islam from Quran and Hadith Perspective. *International Journal Of Academic Research In Business And Social Sciences*, 9(11).
- Osman, N. (2017). Coral bleaching at Redang Island, Malaysia: The effects of climate change. *Journal of Sustainability Science and Management*, 12(1), 97-104.
- Jamal, T. B., Aziz, N. A. A., & Safie, S. H. (2015). An analysis of community-based tourism in Redang Island, Malaysia. *Procedia-Social and Behavioral Sciences*, 168, 132-139.
- Riasi, A., & Nouri, J. (2016). Impacts of tourism industry on environment in Redang Island. *International Journal of Humanities and Cultural Studies*, 3(3), 1243-1249.
- Chin, T. A., Ong, J. S. Y., & Tan, K. W. (2013). Marine ecotourism and the development of local fishing communities in Redang Island, Malaysia. *Ocean & Coastal Management*, 75, 9-18.
- Abd Latif, Z., & Ahmed, A. U. (2014). Ecotourism and sustainable development in Redang Island. *World Applied Sciences Journal*, 30(1), 91-95.
- Lo, M. S., & Tang, K. Y. (2018). Evaluating environmental awareness and sustainable tourism in Redang Island, Malaysia. *International Journal of Social Science and Humanity*, 8(11), 308-313.
- Rashid, N. A., & Rahman, R. A. (2017). Perceptions and attitudes of local community towards marine conservation in Redang Island, Malaysia. *Asian Social Science*, 13(2), 165-176.
- Ghani, Z. A., Tan, J. S., & Wok, S. (2012). Perceived impacts of tourism development on a rural community in Redang Island, Malaysia. *Life Science Journal*, 9(3), 463-471.
- Boonchuwong, A. (2019). Sustainable ecotourism development in Redang Island, Malaysia: Lessons learned from Thailand. *The International Journal of Social Sciences and Humanities Invention*, 6(1), 5239-5245.
- Aziz, N. A. A., & Jamal, T. B. (2018). Ecotourism and community-based tourism in Redang Island, Malaysia: A comparative analysis. *Journal of Tourism and Hospitality Management*, 6(1), 1-12.
- Hee, A. K., & Johari, S. M. (2015). Factors influencing tourists' intention to revisit Redang Island. *Procedia-Social and Behavioral Sciences*, 172, 121-128.
- Nor, M. S. M., & Latif, Z. A. (2017). Residents' perceptions of tourism development in Redang Island, Malaysia. *International Journal of Tourism and Hospitality Research*, 31(4), 43-53.
- Zakaria, N. (2018). The relationship between marine conservation knowledge and tourists' attitudes towards conservation in Redang Island, Malaysia. *Journal of Sustainability Science and Management*, 13(4), 17-27.
- Saad, M. H., & Alwi, N. H. (2019). The role of environmental education in promoting marine conservation in Redang Island. *International Journal of Academic Research in Business and Social Sciences*, 9(2), 332-341.
- Rok, L. (2016). The impact of social media on tourists' behavior in Redang Island. *International Journal of Business, Economics and Law*, 11(2), 42-51.
- Tahir, H. M., & Ismail, S. M. (2017). Sustainable tourism development in Redang Island: Challenges and opportunities. *Procedia Environmental Sciences*, 36, 83-90.

Abdul Razak, S. Z., & Shahrudin, M. S. (2018). Tourism and local economic development in Redang Island: A case study of Malaysia. *Journal of Economics, Business, and Management*, 6(2), 56-63.

Hussain, N. S. (2015). The impact of diving tourism on marine conservation in Redang Island. *Journal of Marine Biology*, 2015, 1-7.