

# **Tamu: A Cultural and Commercial Treasure in Sabah**

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Since gaining independence, Sabah has undergone significant economic, social, and environmental reforms. The implications of these reforms indirectly impact the overall entrepreneurial environment in Sabah, namely on the entrepreneurial and business activities of the residents. In Sabah, the traditional market, Tamu, functions as a platform for fostering business growth among residents (Foo, 2018). These bustling markets are an integral part of the local communities, showcasing the rich cultural tapestry of the state. Before the emergence of supermarkets and retail malls, Tamu served as a significant hub where local farmers, fisherman, and hawkers would trade commodities using either barter or currency.

Tamu is not just a market. It serves several functions (Lily et al., 2022). It is a meeting point for people from different backgrounds, allowing them to witness various ethics, cultural traditions and practices. Previously, tamu served as a communal meeting point where villagers shared significant information and hosted special festivities. It is a successful way of delivering news to remote areas and receiving news from far locations.

Visitors can fully engage in the lively atmosphere, experiencing the unique mixture of local customs, music, dances, and traditional costumes. Moreover, tamu markets are known for their plenty of fresh produce, making them a paradise for food enthusiasts. Visitors looking for authentic traditional handicrafts can also find many great things at Tamu markets. Not only do these crafts make great gifts, but they also serve as a testament to the rich cultural heritage of Sabah.

Tamu continues to exist despite the growth of modern shopping centres and hypermarkets. Currently, the Tamu is organised in various major towns in Sabah, such as Donggongon in Penampang, Kota Belud, Kudat, Kota Marudu, Sandakan, Tawau, Keningau, and others. Furthermore, the most efficient way for foreigners to gain insight into the culture and lifestyle of natives is by visiting their market or Tamu. Tamu is a captivating attraction for tourists, particularly in Kota Belud, Donggongon, Gaya Street, and Kota Kinabalu. Table 1 shows the list of Tamu in Sabah.

**Table 1: List of Tamu around Sabah**

<b>Day</b>	<b>Locations</b>
Monday/Isnin	1. Kg. Pukak (Kiulu) 2. Kuala Penyu Town
Tuesday/Selasa	1. Kiulu Town 2. Kuala Penyu (until 2 pm) 3. Pandasan (Kota Belud) 4. Melalap Tenom 5. Kudat Town
Wednesday/Rabu	1. Ranau 2. Nabawan 3. Tamparuli 4. Kota Belud 5. Membakut 6. Dongongon 7. Sipitang 8. Dataran Bengkoka (Pitas) 9. Tenom Town 10. Asia City (Kota Kinabalu) 11. Gana (Kota Marudu) 12. Batu 32 Sandakan (Afternoon) 13. Tamu Minggu Pekan Sipitang (Wednesday and Thursday)
Thursday/Khamis	1. Dongongon (Thursday and Friday) 2. Keningau 3. Tambunan 4. Telipok 5. Sumangkap (Matunggong) 6. Tenghilan Town 7. Pekan Nabalau 8. Papar Town 9. Tandek (Kota Marudu) 10. Lok Kawi (Papar) 11. Sabindo (Kinarut, Papar) 12. Rosok (Kota Belud) 13. Kampung Paris (Kinabatangan, Khamis & Jumaat) 14. Tamu Matunggong Baru 15. Tamu Minggu Pekan Sipitang (Wednesday and Thursday)
Friday/Jumaat	1. Sepulut (Nabawan) 2. Taginambur Batu 10 (Kota Belud) 3. Beaufort Town 4. Kundasang 5. Dongongon (Thursday and Friday) 6. Mesapol (Sipitang) 7. Kampung Paris (Kinabatangan, Khamis & Jumaat)
Saturday/Sabtu	1. Ranau Town (Evening) 2. Nabawan Town 3. Kinarut Town 4. Matunggong 5. Putatan 6. Inanam (Bataras, Kolombong) 7. Mansiat Sook 8. Telupid Town (Evening) 9. Apin-Apin (Keningau) 10. Beaufort Town (6 am - 1 pm) 11. Papar 12. Tamu KRT Kundasang Ranau 13. Sindumin (Sipitang) 14. Pekan Pitas 15. Bukit Garam (Kinabatangan) 16. Melalap (Tenom) 17. Kemabong (Tenom) 18. Bongawan 19. Kunak Town 20. Pekan Tungku (Lahad Datu) 21. Menumbok 22. Kg. Lompios (Kota Belud) 23. Tamu Sosondoton (Kg. Piasau, Kota Belud) 24. Tamu Pekan Beaufort
Sunday/Ahad	1. Tuaran 2. Sook 3. Kota Marudu 4. Kota Belud 5. Gaya Street (Kota Kinabalu) 6. Tambunan 7. Putatan 8. Keningau 9. Tawau (6 am - 12 pm) 10. Telupid Town 11. Membakut 12. Papar Town 13. Sikuati (Kudat) 14. Tamu KRT Ranau 15. Menumbok 16. Tenom 17. Kampung Lohan (Ranau) 18. Beluran 19. Kunak Town 20. Batu 16, Gum-Gum (Sandakan) 21. Lahad Datu Town 22. Dongongon (Petronas to Buhavan Square) 23. Ranau (AIM) 24. Pitas Town 25. Kg. Bundu (Kuala Penyu, 6 am - 12 pm) 26. Sukau 27. Tamu Bundu (Kuala Penyu) 28. Gomantong Jaya (Sandakan)
Every 1hb of Month	Pekan Ranau (Tamu Besar Bulanan)

Day	Locations
Every 10th	1. Inanam (Kota Kinabalu) 2. Tamu 10 Manggatal (Kota Kinabalu)
Every End of October (Sunday)	Tamu Besar Kota Belud

Source: Author's Compilation

Note: The information above has been revised according to the user's compilation. Every effort has been made to ensure accuracy, and any errors are regrettable. Users are encouraged to verify the schedule independently for the most up-to-date and accurate information.

In conclusion, Sabah's Tamu is a one-of-a-kind way for tourists to learn about the region's cultural heritage. These markets demonstrate the rich mix of Sabah's cultures through their lively atmosphere and wide range of goods and crafts. Tamu markets are more than just places to shop. The Tamu is also a way to learn about the Sabah's history and support local entrepreneurs.

## References

- Foo, J. (2018). Penglibatan Komuniti Tempatan dalam Pasaran Tumbuhan Ubatan di Tamu Pantai Barat Sabah. *Akademika*, 88(April), 35–47. <https://doi.org/10.17576/akad-2018-8801-03>
- Lily, J., Idris, S., Yaakob, A. R., Jamrin, Z., & Kogid, M. (2022). Covid-19 Pandemic: Intention to Stay of Sabah Tamu Operators in Tamu Business.