

## **SORIYA YIN**

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### **QUALIFICATION HIGHLIGHTS:**

1. Fifteen years of working experience in civil society capacity development in the Mekong region with SNV, CCC, NGO Forum, UNDP, IUCN, UNWTO and ADB.
2. Published a number of academic and professional papers and reports
3. Founded and chaired a leading Cambodian Community-based Ecotourism Network.

### **EDUCATION**

**Ph.D.** in Natural Resource Science and Management, University of Minnesota, U.S.A., Sept 2009 – March 2012

**M.A. Sustainable Tourism Development, Joint International Program** between the Royal University of Phnom Penh, the University of Technology Sydney, Australia and the University of Bologna, Italy, 2001 – 2003.

**B.Ed. (Education)** at Institute of Foreign Language (IFL), 1996 – 2000  
Major: Education: Teaching English as a Second Language (ESL)

### **PROFESSIONAL EXPERIENCE**

**Principle Researcher for Hydro Dam Impact and Benefit-Sharing, Mekong Institute of Cambodia (June, 2013 – Present)**

- Conduct review of relevant documents on hydro dams
- Developed research design and questionnaire and interview guide
- Supervise and train data enumerators and research assistants
- Supervise and manage data field collection
- Drafting report

**National Consultant for Organizational Capacity Development and Learning Assessment of Civil Society Organization in Cambodia, CCC, (September, 2012 – Feb, 2013)**

- Conducted organizational capacity assessment of civil society organizations
- Conducted organizational learning need assessment
- Mapped out training institutions for civil society organizations
- Developed National Capacity Development Strategy for Civil Society Organizations in Cambodia

**National Capacity Network Capacity Development Consultant, UNDP (August to December, 2012)**

- Conducted organizational capacity assessment for partner organization

- Conducted organizational development and learning need assessment for partner organization
- Developed three-year capacity development plan for partner organizations
- Developed five-year strategic plan

**Senior Capacity Building Advisor, Netherlands Development Organization (SNV) June 2006 – Sept. 2009**

- Conducted organizational need assessment
- Advised NGO partner organizations on capacity development and project management
- Advised the Ministry of Tourism to develop the national ecotourism policy and strategy
- Oversaw and advised on capacity building project
- Facilitated and assisted UNWTO research team to develop tourism master plan.
- Raised more than 450, 000 US dollar fund for the organization
- Monitored and evaluated project implementation

**Founder/Chairman and Advisor**

**Cambodian Community-based Ecotourism Network (CCBEN) 2005 – 2007**

- Developed and facilitated civil society network building
- Developed civil society network building and advocacy strategy
- Developed grant proposals to donors
- Raised more \$350,000 for the network
- Facilitated and developed by-law for the network organization
- Advised network members on planning
- Monitored and evaluated project implementation

**Volunteer, Social and Community Worker**

**Adventist Development Relief Agency (ADRA) from 1994 – 1998**

- Provided counseling to poor community in squatter areas in Phnom Penh about financial and psychological problems, drugs and health issues.
- Provided education and awareness about drugs, HIV, sanitation and alcoholic issues
- Referred community to access social public services

**UNIVERSITY SERVICE**

Co-founder of Tourism Department. 2003 – 2009: (part-time)

- Established Tourism Department of RUPP
- Developed business plan for the tourism department
- Developed tourism curriculum for undergraduate program
- Provided extension services by coordinating with community, NGOs, government and private sector
- Provided technical support and supervision to junior faculty members.

**RESEARCH EXPERIENCE**

- **Principle Researcher:** University of Minnesota, 2009 – 2012. Project: Six Nations, One River: Testing model of Inter-governmental Collaboration for Sustainable Tourism in the Greater Mekong Sub-region. (PhD dissertation).
- **Research Assistant:** University of Minnesota. June 2010 – May 2011. Project: State of Sustainable Tourism in Minnesota.
- **Principle Researcher:** Chiang Mai University, Thailand. 2008, project: Tourism Impact on Community Livelihoods.
- **Research Team Leader:** Save Cambodia Wildlife, 2007. Project: Community-based Ecotourism Feasibility Study for Prek Tnout commune.
- **Principle Researcher:** Royal University of Phnom Penh. 2006. Project: Perception and Attitude of UK and Japanese Tourists.
- **Research Assistant:** IUCN, Cambodia. 2006. Project: Community-based Ecotourism Feasibility Study in Stung Treng province
- **Principle Researcher:** Royal University of Phnom Penh. 2005. Project: Managing Visitor Impact in the National Park.

## TEACHING EXPERIENCE

**Teaching Assistant:** University of Minnesota, Sept 2009 – May 2010

Updated and designed course syllabus and teaching materials for

- Recreation Resource Management (RRM) 3101/5101: Park & Protected Area Tourism
- RRM 5259 Visitor Behavior Analysis

**Senior Tourism Lecturer:** Royal University of Phnom Penh from 2003 - 2009

- HTO203 Tourism, Government and Policy
- HTO209 Introduction to Sustainable Tourism
- HTO211 Environmental Tourism
- HTO403 Sustainable Tourism Development and Management

## PROFESSIONAL DEVELOPMENT AND TRAININGS

- **Non-Profit Management and Governance**, Humphrey School of Public Affairs, Fall, 2009, University of Minnesota, U.S. A.
- **Theories and Policies of Development**, Humphrey School of Public Affairs, fall 2011
- **Management of Organization**, Humphrey School of Public Affairs, Fall, 2010, University of Minnesota, U.S.A.
- **Program Evaluation**, Humphrey School of Public Affairs, spring 2010.
- **Integrative Environmental Leadership**, Institute of Environment Commons, University of Minnesota, Oct 22, 29 and Nov 5, 2011.
- **Psychology of Sustainability**, Dept. Liberal Studies, spring 2010.
- **Social Accountability and Governance**, World Bank from 24 March to 9 April, 2008.
- **Regional Advisory Training**, SNV, Hanoi, Vietnam: 29 Sept to 6 Oct 2007.

## LANGUAGE & DEGREE OF PROFICIENCY

- Cambodian - Native
- English – advanced speaking, reading and writing.
- Thai – intermediate speaking, basic reading and writing
- Laos – intermediate speaking and good at listening and understanding.
- Vietnamese – basic understanding

## **PUBLICATIONS**

### **Refereed journal articles:**

Yin, S., Bryson, J. & Schneider, I. (2011). Factor Determining Inter-governmental Collaboration: Propositions from Literature. University of Minnesota. (In progress).

Yin, S. & Schneider, I. (2011). Factors Determining Sustainable Tourism in the Greater Mekong Sub-region. University of Minnesota, (In progress).

Yin, S., Schneider, I. & Bryson, J. (2011). Six Nations, One River: Testing Model of Sustainable Tourism Collaboration in the Greater Mekong Sub-region. University of Minnesota (In progress).

### **Technical reports:**

Yin, S., Sok, S. (2012) National Capacity Development Strategy for Civil Society Organizations in Cambodia, CCC, Phnom Penh, Cambodia

Yin, S., Sok, S. (2012) Civil Society Organizational Capacity Assessment, CCC, Phnom Penh, Cambodia.

Yin, S. & Schneider, I. (2010). State of Sustainable Tourism in Minnesota. University of Minnesota.

Yin, S. (2008). Introduction to Tourism Development in Cambodia, RUPP-UNESCO, Bangkok

Yin, S. (2008). National Tourism Policy Responds to Climate Change, SNV, Phnom Penh

Yin, S. (2007) Tourism Investment in Cambodia: Opportunities and Challenges, SNV, Cambodia

Yin, S. (2007). Community-Based Tourism Manual for Cambodia, Ministry of Tourism, Cambodia

Yin, S. (2006). Community-Based Tourism Concept and Process, Cambodia Community-Based Ecotourism Network

Yin, S. (2006). Tourism Impact on Rural Livelihoods: Case study from Tonle Bati, Cambodia, Royal University of Phnom Penh

Yin, S. (2005). Community-Based Ecotourism Practices in Cambodia. WWF, Cambodia

Yin, S. (2004). Developing ecotourism guideline: encouraging community participation, benefit-sharing and code of conduct for visitor. Henrich Boll Foundation, Germany

Yin, S. (2004). Research Methodology: An appreciative inquiry approach. Royal University of Phnom Penh

Yin, S. (2003). Potential and challenges for community-based tourism, Ratanakiri. Published Master of Arts (Tourism Development) thesis, the Royal University of Phnom Penh, Cambodia.

**REFERENCE:**

Available upon request