**Deborah Luhrman** is a consultant with the World Tourism Organization in projects related to communications and crisis management, and she is a member of UNWTO's Crisis Action Team. She was the Director of Communications of the World Tourism Organization until 2001, with responsibility for media relations, the WTO News, trade fairs and the WTO website. Mrs. Luhrman is a life-long journalist from the United States and worked as a television news reporter in Los Angeles, where she won an Emmy award. After moving to Spain in 1989, she was an editor at the Spanish news agency EFE and a producer with the German television network ZDF. She covered the Spanish tourism sector for a number of trade publications, among them Travel Trade Gazette and Hotel & Motel Management. She also coauthored several of the Fodor's travel guide books, including Spain, France and Portugal. In addition, Mrs. Luhrman has helped produce television broadcasts of six sessions of the Olympic Games in Los Angeles (1984), Barcelona (1992), Atlanta 1996, Sydney (2000), Athens (2004) and Torino (2006).