Interpreting the Las Vegas Strip

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What is an interpretive talk?

As the subject librarian for the William F. Harrah College of Hotel Administration at the University of Nevada, Las Vegas, I have wondered how visitors engage with the history of the city or the Las Vegas Strip. As a visitor to national monuments, I have often found myself without much guidance. Museums, monuments, and national parks are filled with history and stories, but the interaction tends to be limited. There is often a guide, but the interaction is usually one-sided. The visitor is often left to wonder what the story is behind the objects they are viewing.

The interpretive talk provides a basic format for presenting audiences with opportunities to form their own intellectual and emotional connections with the meanings of a resource, without relying on a strong integration of media, technology, or performance. It can be an effective way to engage students in the process of creating an interpretive talk, which can be adapted to various courses and settings.

The UNLV Libraries:

- **What is an interpretive talk?**
  - An interpretive talk is a prepared formal presentation delivered in-person, usually to a stationary audience.
  - The interpretive talk provides a basic format for presenting audiences with opportunities to form their own intellectual and emotional connections with the meanings of a resource, without relying on a strong integration of media, technology, or performance.

Concept

- **What is an interpretive talk?**
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Resource meanings may focus on the personal relevance or the national significance of a site and help guide the visitor towards an understanding or empathy regarding the importance of a place, object, person, or event.

The Interpretive Talk is a prepared formal presentation delivered in-person, usually to a stationary audience. It can provide an opportunity for students to engage with history and build their research skills. By creating an interpretive talk, students can develop their ability to communicate effectively and think critically about historical events.

Next Steps:

- 1. Identify a faculty partner
- 2. Foster a working relationship with the career or alumni office to enlist industry partners
- 3. Develop a business analysis syllabus
- 4. Write a syllabus in collaboration with faculty to include library workshops and/or digital learning objects
- 5. Choose the resources to be used through the entire process
- 6. Develop an assessment tool to gather feedback from guests, students, faculty, and industry partners to continuously improve or refine the project

A brief survey would be administered to guests after their tour.

Example Learning Objectives:

- **Students will be able to synthesize industry, trends and news, and historical research to develop an interpretive talk for a given casino property.**
- **Students will be able to identify and search library resources to research a publicly-traded company or business plan.**
- **Students will be able to assess and organize relevant library resources to complete a project.**
- **Students will be able to engage guests in an interpretive talk for a given casino property.**
- **Students will be able to develop a research project that can be replicated in the real world.**

The Las Vegas Strip is a unique and vibrant destination with a rich history and culture. By engaging students in the process of creating an interpretive talk, we can help them develop valuable skills that will be useful throughout their careers.