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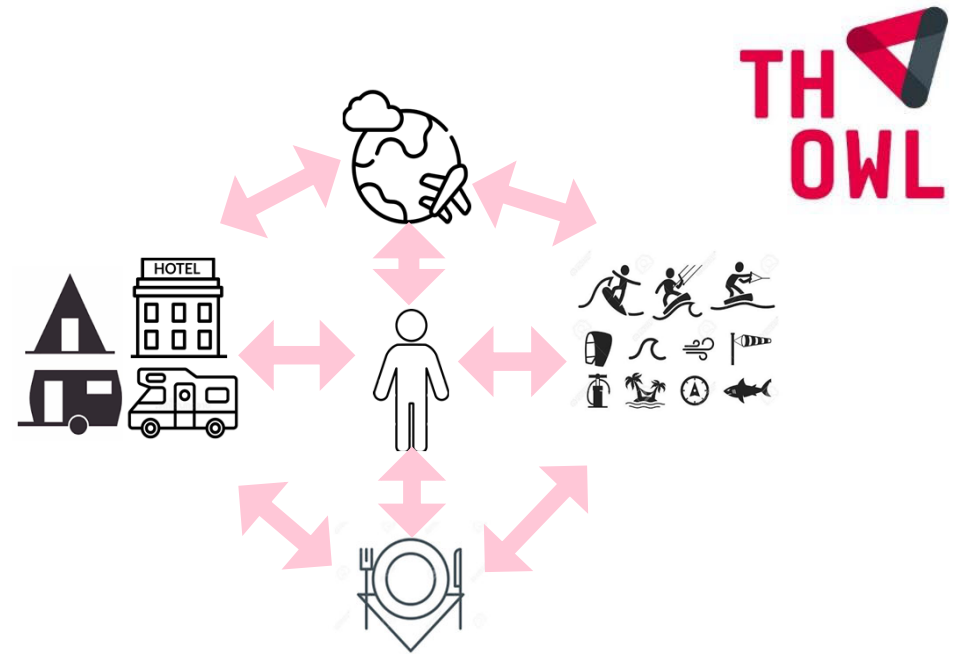
An IoT-inspired concept for data-driven service provision and resource planning in the tourism sector, using a campsite as an example

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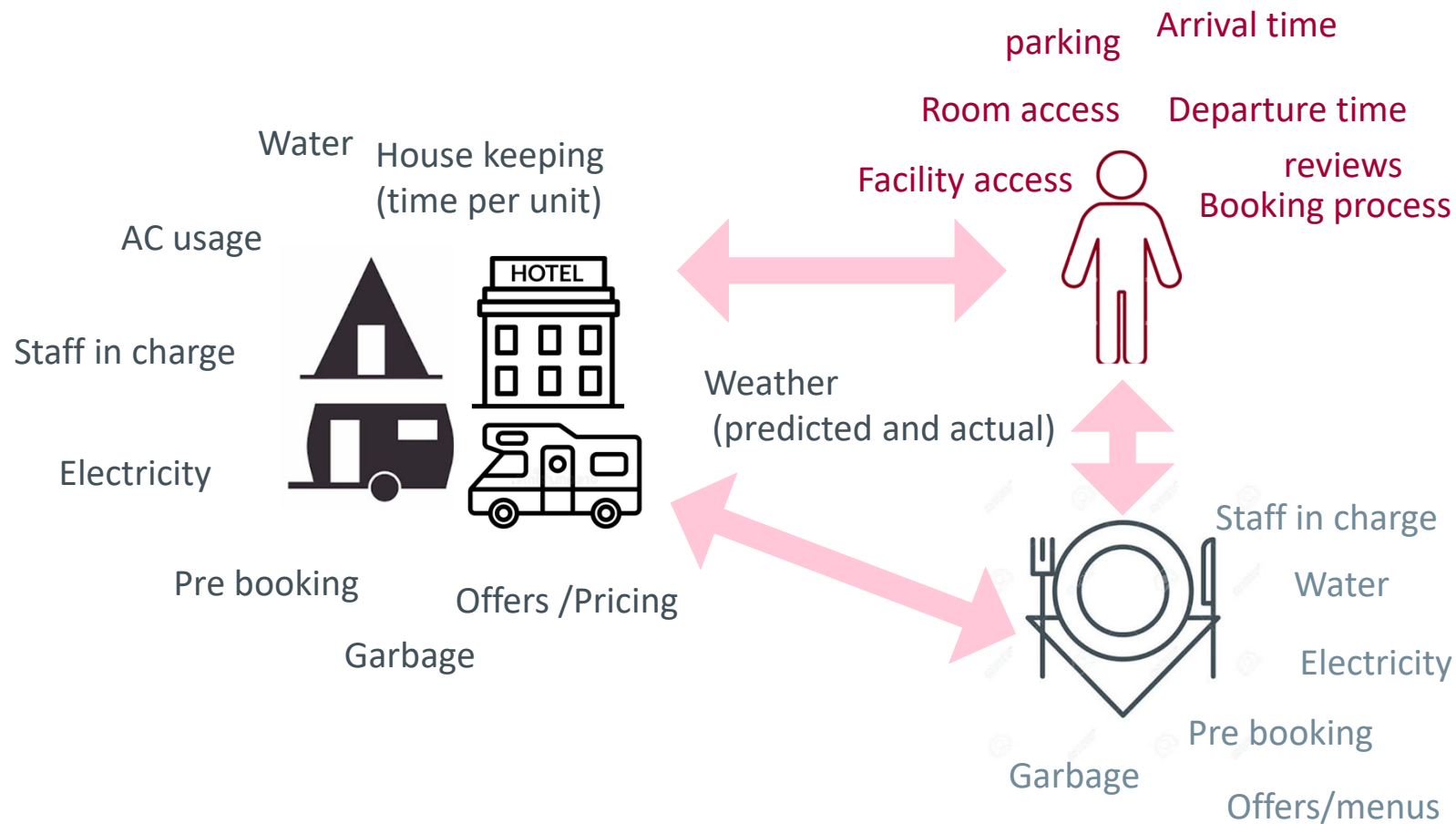
ENBIS 2026

Introduction

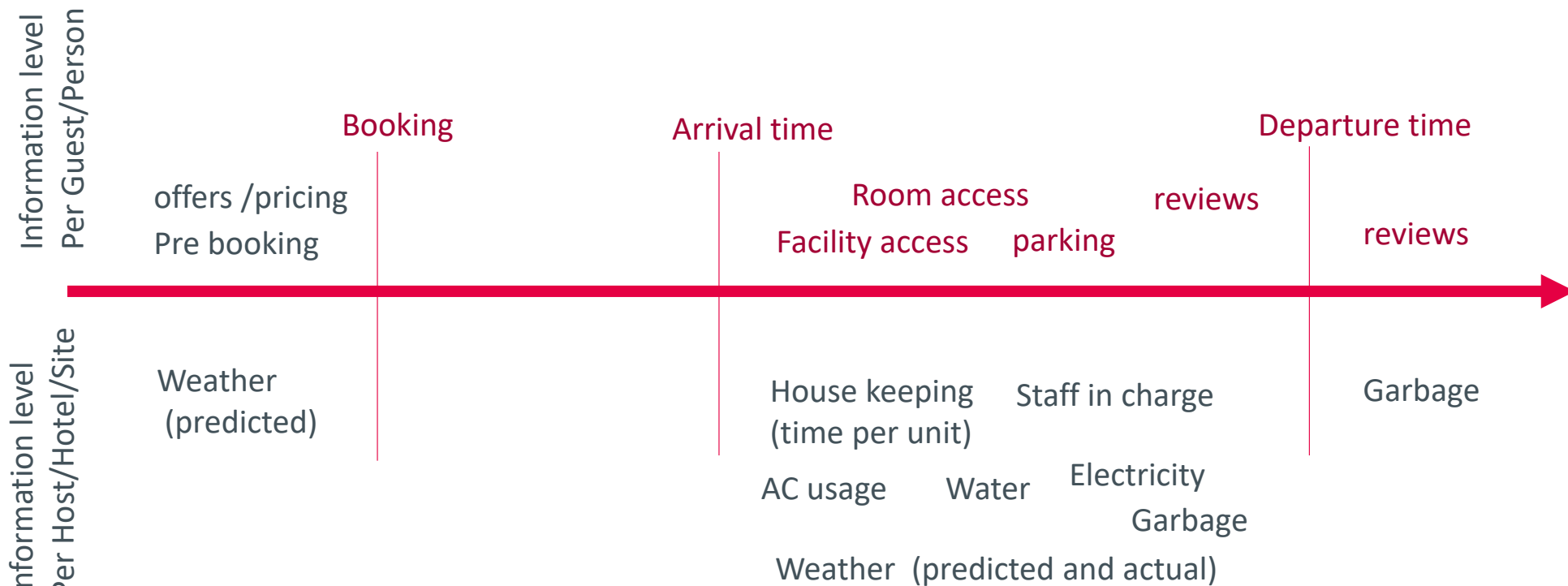
- Tourism facilities create many digital traces every day
- Our example is a medium-sized campsite in Northern Germany
- We combine booking, access, electricity, water, occupancy and weather data.
- Goal: improve services, resource planning and operational decisions.
- Focus: data integration and business process knowledge



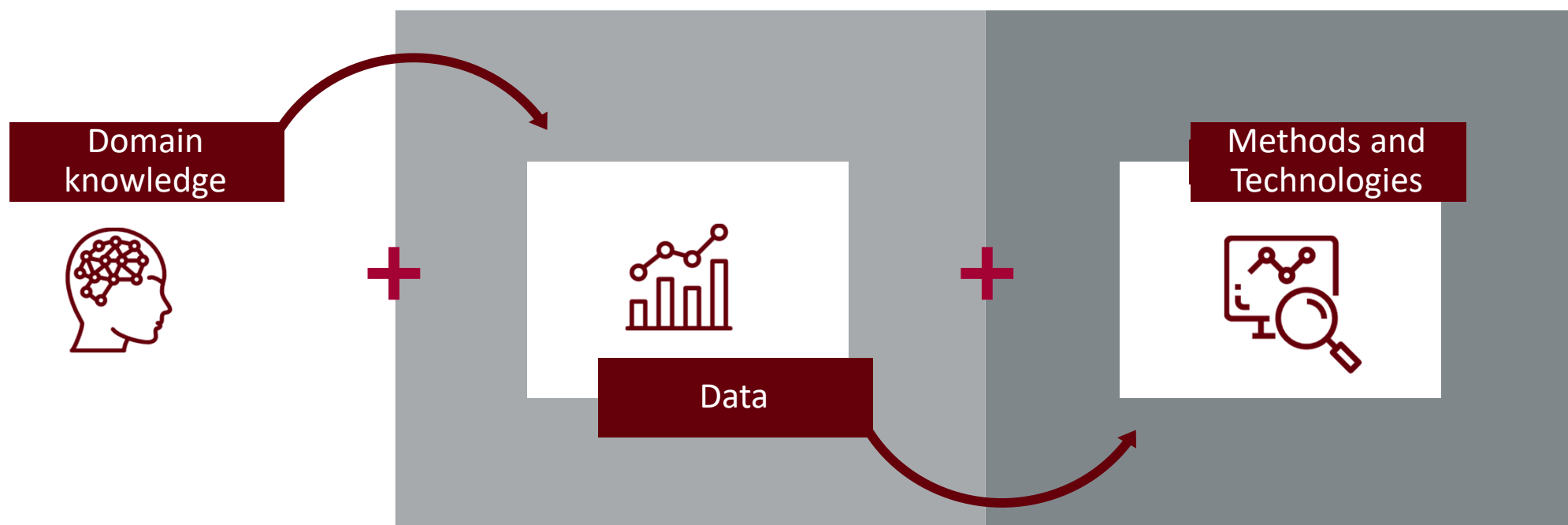
Data trace on holidays (details)



Data Trace on Holidays (Details)-TIMELINE



Success Factors

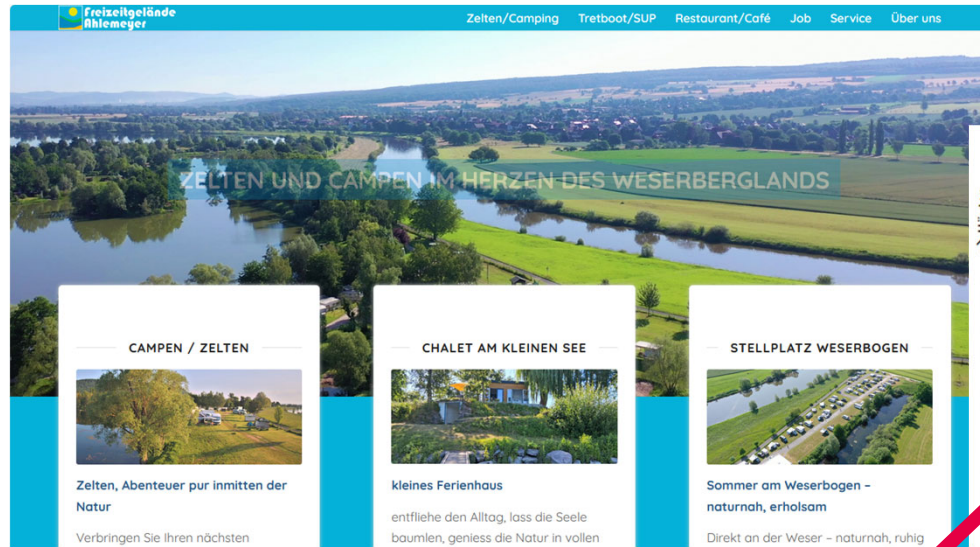


Crucial Questions

- Define Business Goals and Processes
- How will the results support the Goals and Processes
- Who is using the results
- Missing data: How to handle, How to interpret
- Suitable level of data aggregation and transformations
- Decision: description or prediction



Example: Campsite in Northern Germany

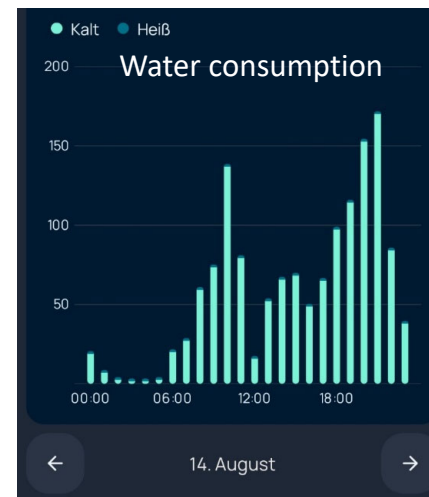
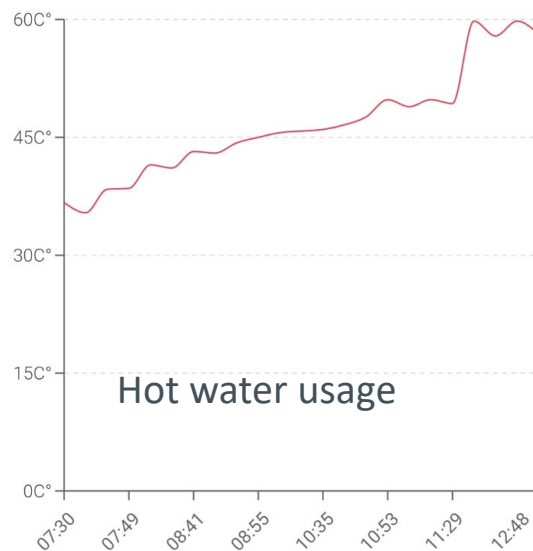
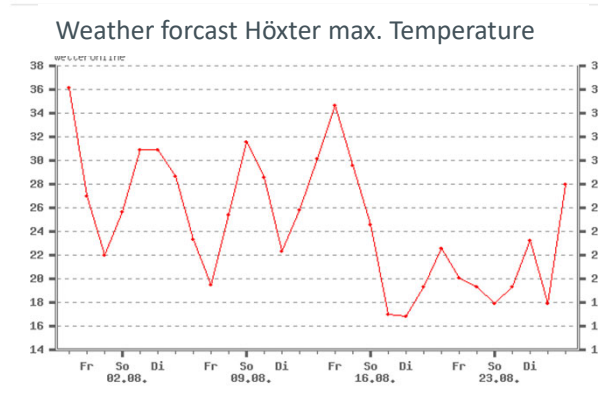


Source: www.freizeitgelaende.de

Example: Campsite in Northern Germany

Data Weserbogen Site:

- Booking
- Parking
- Facility Access
- Water usage
- Hotwater usage
- Weather (predicted)
- Weather (actual)



Results and conclusion: Examples

I. predicted weather temperature > 35 °C > two peaks shower usage > second housekeeping necessary in facility

II. Hotwater boiler can be on low Energy=> Energy and cost saving

III.

Conclusion

- IoT data and analysis help to refine practical knowledge. This enables us to make this knowledge available to other colleagues and, through data-driven processes and rules, to plan staff deployment and reduce costs, amongst other things.
- Depending on the business processes and requirements, changes can also be made at very short notice based on the monitoring of current data.
- SMEs in particular, especially those without their own management accounting departments, can significantly reduce their workload and costs through this monitoring s using the results

Questions



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