In Sweden, coastal and marine landscapes are considered attractive and popular settings for recreational purposes and activities. For this reason, it has become an explicit political goal that coastal and marine areas provide a wide range of recreational activities, opportunities and experiences. While this is undoubtedly for the benefit of the population as well as international visitors, the attractiveness and popularity of Swedish coastal and marine areas for recreational purposes also comes with a large responsibility in terms of how to best manage and plan these areas in order to ensure not only good environmental conditions, but also quality recreational activities and experiences. In this regard, an important requirement for good management is to understand the recreational use of the landscape that is managed, that is, acquire detailed knowledge about recreational users and their activities and experiences. But what are the conditions and requirements for acquiring such knowledge? What management tools and methods are available in this work? And how can it be done professionally? These questions are all part of today’s management of coastal and marine areas in Sweden and yet, they have received very little focus, both among scholars and managers with an interest in understanding the recreational use of coastal and marine landscapes. This thesis therefore pays attention to these questions.