The purpose of the article is to formulate the main directions and mechanisms of application of territorial marketing tools to ensure the sustainable development of tourism in the national natural parks of Lviv region on the basis of their features.

Method. The research uses methods of deduction and induction, analysis and synthesis, the method of comparison, the system approach. The foreign and domestic experience of sustainable development of tourism and application of marketing tools is used.
**Results.** The specifics of the national natural parks of the Lviv region are analyzed, in particular, the natural conditions that determine the possibility for tourism development, environmental conservation, the factor of tourist infrastructure, consumer behavior, etc. The character and specificity of development of various types of tourism and tourist product are determined. Recommendations for further development of these territories are given. Various mechanisms, tools and tools of territorial marketing are offered.

**Scientific novelty.** The specificity of the integrated approach to sustainable tourism development in the territory of national natural parks is considered, which will include the use of marketing tools for achieving social, environmental and economic goals.

**Practical significance.** The results obtained in the research will enable to accelerate the development of tourism in the national natural parks of Lviv region. At the same time, they will contribute to solving tourist-economic and social problems.

**Key words:** sustainable tourism development, tourist product, territorial marketing, marketing policy.

**References:**


