Abstract
Tourism demands more and more being in touch with nature and with cultural patrimony through the offer of tourism products sustainable and different from others. This demand leads to the design of products with a systemic and analytic approach uniting different elements, using tourism resources to generate tourism dynamics. Nevertheless, to integrate the resources in the tourism product we need to rate its value, analysing and assessing so we can establish its degree of appealing to the public, as well as the actions needed to get the sustainability and differentiatonal objectives needed. This analytic evaluation process has been applied to two nature preserved environments, the national park of Sierra de Espadán, located in the Valentinian Community, south of Castellón, and the national park of Talassemtane, located in the area of Tánger-Tetuán. These two areas have been chosen because they both have population, have similar socio-economic dynamics and also the nature as a product has a bigger potential in order to be dynamised.

Keywords
Tourism resources, analytic and integral evaluation/assessment, national parks, dynamization.