Rapid development of cultural tourism, followed by increased numbers of visits to the cultural sites, old towns, fortresses and other attractions may significantly affect cultural and natural resources.

Since resources are often limited in nature, finding the right balance between their capacities and the level of their consumption by tourism has become one of the most important tasks in optimal utilization of cultural resources.

Strategic monitoring of the development of cultural tourism and management of tourism flows needs to remain in line with the postulates of the tourism carrying capacities of old towns, cultural institutions, attractions or other relevant sites in order to ensure rational use and safeguarding of the cultural heritage.

The purpose of this research is an assessment of the tourism carrying capacity of one of the most popular visiting points of the Old Town Kotor, the public cultural institution, the Maritime Museum of Montenegro in Kotor.

The following equations and calculation methods have been used:

- Physical carrying capacity: \( Pcc = A \times \frac{U}{a} \times Rf \)
  - Where,
    - \( A \) = available area for use (m²);
    - \( U/a \) = area per user (m²);
    - \( Rf \) = rotation factor (working hours/duration of visit).

- Maximum number of organized groups visiting the museum at the same time, maintaining a certain distance between them: \( (X \times GS) + (X-OAP) \times D = A \)
  - Where,
    - \( GS \) = group size;
    - \( OAP \) = optimal area per person;
    - \( D \) = distance between groups;
    - \( A \) = total usable area of the museum.

- Real carrying capacity: \( Rcc = Pcc \times ((100-Cf1) \times (100-Cf2) \times \ldots (100-Cfn):100)) \)
  - Where,
    - \( Pcc \) = physical carrying capacity;
    - \( Cf \) = corrective factor;
    - \( Ml \) = limiting magnitude of variable;
    - \( Mt \) = total magnitude of variable.

The hypothesis of this paper is that this Museum and its collections are not exposed to a high tourism pressure, but at this stage, it is necessary to start defining and putting into practice measures that will keep ensuring further balanced and rational use of its cultural resources.