Recently it was shown by M. Guica, T. Hartman, W. Song and A. Strominger that the entropy of extreme Kerr black hole can be computed through a duality between the quantum gravity on the background of the Kerr black hole and the conformal field theory near the horizon. In our diploma work we have found a generalization of this procedure: we leave the near horizon geometry and we define our boundary conditions and the surface charges in the full spacetime on the horizon of the black hole, where the dual conformal field theory "lives". We use this procedure to rederive the entropy of extremal black holes and then we compute the entropy of general rotating black holes.