Summary

In Poland there are nearly 500 hotels located in historical palaces, manors and castles. Contemporary hotel service in historical buildings is a unique combination of hotel service and tourism, providing not only a safe place to stay, a comfortable bed and tasty meals, but also contact with history - an exceptional opportunity to experience different aspects of national history and culture.

Giving the guests an unforgettable experience and enabling them to be in contact with the sublime beauty of historical buildings is one of the greatest advantages of historical hotel service in its finest form - hospitality in palaces, manors and castles.

Tourist potential of historical building is very difficult to evaluate, author of the paper presents evaluation tool which he worked out for his dissertation. Attractiveness factors having impact on customer could be divided into 5 groups:
- building related
- surrounding related
- service related
- interactivness
- uniqueness

To each category author presents set of indicators helping to classify and compare attractiveness of historical properties.

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