

THE INCREDIBLE LIFE ACADEMY

The K2C Pathway

Your Complete Guide to Building a Career — and a Business —
in India's \$500 Billion Travel & Tourism Economy

Most courses give you a certificate and say “good luck.”

This is the pathway that gives you a business.

Built around the Khaled Two-Cycle (K2C) Model

Recognised by the Ministry of Tourism, Government of India · Registered under Start-Up India

Prepared for you by Dr. Syed Wali Khaled, Founder & Director, ILA

WHY NOW

A career most people misunderstand

Most people think a travel career means booking tickets for others. That's not what this industry is anymore — and it's not what we train you for.

India's travel & tourism sector is projected to become a **\$500 billion industry by 2030**. Growth at that scale doesn't just create jobs. It creates a shortage of people who actually know how to run the business of travel — not just sell it.

That shortage is the opportunity. The K2C Pathway exists to take you from “interested in travel” to professionally certified, earning, and eventually running your own tourism business — on a structured, credentialed track.

\$500B	4	Rs. 15,000
Projected size of India's travel & tourism sector by 2030	Stages — from first certificate to your own enterprise	To take your first step: the entire CTSO certificate

“This isn't a queue — it's an open menu. You enter at the stage that matches your ambition, today.”

— Dr. Syed Wali Khaled, Founder, The Incredible Life Academy

THE FRAMEWORK

The K2C Model: one system, two cycles

Everything in this pathway is built on the **Khaled Two-Cycle (K2C) Model** — the first framework to unify the *Traveller's Journey* with the *Tour Operator's Cycle* into a single operating model for tourism careers and businesses.

It's not a slide-deck concept. The K2C Model is documented, original intellectual work — first published through *The Impact Quadrant* and permanently archived with a Zenodo DOI. Every certificate in this pathway is anchored to this model as its competency framework.

THE TRAVELLER'S JOURNEY	THE TOUR OPERATOR'S CYCLE
What the traveller experiences: dreaming, planning, booking, the trip itself, and the return — every emotional and practical touchpoint along the way.	What the operator must run behind it: sourcing, costing, sales, operations, vendor management, compliance, and after-sales — the business engine.

Where the two cycles intersect is the exact skill set this pathway trains: the ability to design a traveller's experience **and** run the business that delivers it. Learning and earning alternate by design across the four stages — Certify (learn) → Earn → Build (learn) → Launch (earn) — so each stage funds and motivates the next.

THE PATHWAY

One certified pathway. Four stages. Enter where you are.

This isn't a queue you have to start at the back of. It's an open menu. If you're brand new to the industry, start at Stage 1. If you already work in travel and just want to earn on live bookings, you may be ready for Stage 2. If you already know the trade and want to build your own agency, Stage 3 or 4 may be your entry point.

STAGE	PROGRAM	DURATION	INVESTMENT	OUTCOME
1 • CERTIFY	CTSO	6 weeks	Rs. 15,000	Industry-credentialed, SVAN-eligible
2 • EARN	SVAN Associateship	90-day activation, then ongoing	Rs. 7,500 + Rs. 2,500/mo	Earning associate on live tours
3 • BUILD	CTBM	90 days / 12 weeks	From Rs. 45,000	Your own travel business, built and running
4 • LAUNCH	CTEL	90 days + 12 mo. mentorship	From Rs. 1,25,000	Done-for-you enterprise, first departure delivered

Designed to fund itself. Rs. 15,000 to certify — recovered from commissions earned in Stage 2 — unlocks Rs. 45,000–60,000 to build, which unlocks Rs. 1,25,000–1,50,000 to launch. You ascend on income you've generated, not savings you deplete.

The pages that follow walk through each stage in detail — what it is, who it's for, and exactly what you walk away with.

STAGE 1 · CERTIFY

CTSO

Certificate in Tourism Service Operations · 6 weeks

WHAT IT IS

A single-fee, six-week intensive — two live evenings a week plus guided assignments — that turns a beginner into a service-operations-ready travel professional. It's the industry credential for how tourism really works, and the qualifying gateway into SVAN.

WHO IT'S FOR

- You're new to the travel & tourism industry and want a real, recognised starting credential
- You're a tourism/hospitality student or recent graduate
- You're a homemaker, returnee, or early-career professional with a genuine passion for travel

WHAT YOU WALK AWAY WITH

- An ILA–Sterling co-branded certificate, NSQF/EQF Level 4 aligned, anchored to the K2C Model
- A capstone-tested command of the full enquiry-to-quotation cycle: qualifying a lead, costing a tour, producing a client-ready quotation, and handling objections
- Direct eligibility for SVAN Associateship (Stage 2) — no separate application needed

Investment

Fee: Rs. 15,000 — one price across every channel, no discounting

Format: 6 weeks · ~30h live (Tue & Fri evenings) + ~30h guided assignments

STAGE 2 · EARN

SVAN Associateship

Certified Travel Business Associate (CTBA) · 90-day activation, then ongoing

WHAT IT IS

This is tour operation in practice, not a classroom. As an SVAN Associate you work real leads and real clients under the Sterling brand — across B2C and B2B — and you're certified by performance, not attendance.

WHO IT'S FOR

- CTSO graduates ready to start earning immediately
- Working professionals who want a structured, commission-based income stream in travel
- Anyone who wants proven, on-the-ground experience before building their own agency

WHAT YOU WALK AWAY WITH

- A tiered earning ladder that rewards performance, not tenure (see below)
- A live daily rhythm — morning huddles, fixed deal-room windows, a real CRM and lead feed
- A Certified Travel Business Associate credential, co-signed by ILA and Sterling, on evidence: 10+ completed paying passengers and a clean brand-conduct record
- A direct track into Stage 3 with your SVAN record counting as both portfolio and part-funding

Investment & Tier Ladder

Registration: Rs. 7,500 (non-refundable) — covers induction, training, and your first month of leads

Subscription: Rs. 2,500/month from Month 2 — covers the lead feed, CRM seat, and AI-caller support

Bronze: commission per seat closed on fixed departures

Silver: 35% of net margin from Day 1, on promotion or direct CTBM-graduate entry

Gold: 45% of net margin, 7-day payout, on 10+ completed paying passengers

STAGE 3 · BUILD

CTBM

Certificate in Travel Business Mastery — DIY Entrepreneur · 90 days / 12 weeks

WHAT IT IS

The apex learning stage. A twelve-week intensive, two guided evenings a week, that turns a serious aspirant into a tour entrepreneur — not a salesperson, not a coordinator — with the systems, suppliers, costing methods, and operational discipline to run their own travel business, mentored personally by Dr. Syed Wali Khaled.

WHO IT'S FOR

- Career-switchers (28–45), family-business inheritors, and returning NRIs
- Tourism graduates seeking acceleration, and adjacent-industry professionals ready to specialise
- SVAN Associates and CTSO graduates are advantaged, but direct entry is open
- Not for casual explorers or side-hustlers — that's Stage 1 or 2

WHAT YOU WALK AWAY WITH

- A validated niche, brand, and a costed, supplier-backed product shelf of at least two sellable itineraries, presented live at your Day-60 venture presentation
- A Certificate in Travel Business Mastery (CTBM), NSQF 5 / EQF 5–6 aligned
- A choice of three graduation paths: direct SVAN entry at Silver tier, a fully independent venture with 3 months of Sterling mentorship, or an adjacent/specialty track
- Optional 1-on-1 mentorship, a Sterling Partner Fast-Track, or a skill-modules bundle

Investment

Founding Cohort: Rs. 45,000 (first 10 seats, one-time)

Early Bird: Rs. 52,500 (30+ days out, while ≤50% of seats remain)

Regular: Rs. 60,000 (anchor price)

Add-ons: 1-on-1 Mentorship Track +Rs. 15,000 (bi-weekly sessions, 6 months) · Sterling Partner Fast-Track +Rs. 25,000 (guaranteed Silver-tier SVAN entry + a guaranteed Gold-tier review) · Skill-Modules Bundle +Rs. 10,000

STAGE 4 · LAUNCH

CTEL

Certificate in Travel Enterprise Launch — DFY Entrepreneur · 90 days + 12 months mentorship

WHAT IT IS

Done-for-you business setup, built with you, not for a classroom. Across six two-week build sprints, the ILA–Sterling build team executes the heavy lifting — entity, brand, product shelf, supplier panel, and funnel — while you co-build and learn by doing, graduating with products ready for departure sale. Cohort capped at 6–8 ventures per cycle to protect build quality.

WHO IT'S FOR

- CTBM graduates (the standard route)
- Direct entrants with demonstrable industry experience, assessed at intake
- Capital-ready career-switchers, returning NRIs, and family-business inheritors

WHAT YOU WALK AWAY WITH

- A registered entity, live brand, and at least 3 costed products with a supplier panel to support operations
- A working funnel generating enquiries — and your products ready for departure sale
- A Certificate in Travel Enterprise Launch (CTEL), co-signed by ILA and Sterling, plus listing in the ILA founder network
- 12 months of post-launch mentorship, reviewed at Month 3, 6, and 12

Investment

Early commitment: Rs. 1,25,000 (enrol at CTBM graduation)

Standard: Rs. 1,50,000

Payment: 3 instalments permitted (40% / 30% / 30%)

WHY THIS IS DIFFERENT

Most courses give a certificate. We give a business.

There is no shortage of travel courses in India. What's missing is a pathway that actually continues past the certificate — into real income, and then into ownership.

A TYPICAL TRAVEL COURSE	THE K2C PATHWAY
Ends at a certificate	Begins at a certificate — and continues to income and ownership
Generic tourism theory	Built on the K2C Model, a published, DOI-registered framework
No route to real bookings	Direct route into live, commission-earning work via SVAN
“Good luck starting your own agency”	A structured 90-day build (CTBM) or a done-for-you launch (CTEL)
One flat fee, one shot	Each stage priced to be funded by what the last stage earned you

About Dr. Syed Wali Khaled

Founder & Director of The Incredible Life Academy, and Founder of Sterling Vacations, a Ministry of Tourism-recognised inbound tour operator and member of ADTOI and IATO.

- PhD in Tourism & Hospitality Management, Jamia Millia Islamia
- Close to eight years as a Research Fellow, Guest and Visiting Faculty, Department of Tourism & Hospitality Management, Faculty of Management Studies, Jamia Millia Islamia
- Around three decades of industry experience across senior roles at Kuoni, TUI, Carlson Wagonlit, and as a Trip Leader with Grand Circle Corporation / OAT
- Former Chairman, ADTOI Rajasthan Chapter
- Speaker at various Ministry of Tourism, Government of India events, including lectures on the Living Crafts of Rajasthan and Gujarat for the Ministry's Dekho Apna Desh series
- Building Sterling Vacations since 2011
- Creator of the K2C (Khaled Two-Cycle) Model — published in *The Impact Quadrant* and permanently archived on Zenodo with a DOI

This pathway isn't a repackaged course. It's the operating system Dr. Khaled has spent thirty years building — formalised into a credentialed track, personally mentored at Stage 3, so you don't have to learn it the slow way.

APPLICATIONS FOR THE NEXT COHORT ARE OPEN

Enter the pathway at the stage that matches your ambition.

You don't need to start at the beginning if you're not beginning from zero. Certify, earn, build, or launch — tell us where you are, and we'll tell you exactly where you fit.

Next cohort begins: Monday, 17 August 2026

Seats: Kept deliberately small to keep every cohort personal — message to confirm availability

To secure your seat — or ask a question first, no obligation:

WhatsApp: +91-8209292711

Email: grow@theincredible.life

(Our online admissions link is launching shortly — until then, every application is confirmed personally, and questions are always welcome before you commit to anything.)

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The Incredible Life Academy Pvt. Ltd. | Jaipur, Rajasthan